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1.1 Introduction

Advertisement is a prominent component of promotion mix. It is used to persuade the target audience into taking some actions regarding the products or services that the advertisers are offering (Bryant and Zeeman 1944). It is a major and a crucial element for the economic growth of the market and its stakeholders (Ryans, 1996). Advertisements contribute in the development of the economy by improving the income and creating demand for the products and services. It acts as a motivator, which influences people to consume better goods and services, thus improves their standard of living. Effective advertisements are useful in generating employment opportunities as well, since they create a demand for the different products which in turn affect the production and finally production needs more human and physical resources.

Advertisements usually notify the general public about the new arrivals, discounts and offers, pricing and the improvements made in the existing products in order to influence their buying behaviour. It is a type of mass communication and a paid form of publicity stunt by marketers or advertisers who use several traditional media such as commercial radio, television advertisements, newspapers, outdoor advertising and modern media such as blogs, websites and text messages in order to influence the buying behaviour of consumers. Furthermore, the advent of innovation, creativity and technological enhancements have also made the impact of advertisements more persuasive (Leiss et al., 1986).

It was revealed from the past studies that marketers use advertisements to influence the buying behaviour of consumers. Many scholars have also focused on the pattern upon which an advertisement works. The study conducted by Punniyamoorthy et al, (2015) revealed that advertisement and consumer behaviour are significantly and positively related with each other where beliefs, knowledge and perception of the people are responsible for the formation of attitude towards the products or services. Kumar, et al (2013) were of the view that advertisements impact the attitudinal buying behaviour of consumers. They revealed that consumers prefer watching those advertisements which affect their attitude. In many studies it was found that consumers were easily convinced
by the advertisements because they are the strongest means of the communication media. Ducoffe, (1996) explored in their study that entertainment and awareness are the two useful strategies in the field of advertising. Adeolu et al, (2005) further disclosed that advertising of various kinds are the major source of awareness for consumers or buyers. They explained that advertisements are the means of creating awareness about the products or services among the consumers, which in turn shape and affect their attitude. Ajzen, (2001) was of the view that attitude can be considered as an ‘affect’ towards the brand; an affect is commonly described as an evaluative tendency used to form a belief about the brand. Warren et al. (2008) found that marketers use two different kinds of appeals in advertisements to influence the attitude of consumers. These two appeals are product or rational appeal (related to the features or qualities of the product advertised) and emotional appeal (associated with product consumption). Abideen, et al (2011) further conducted a study to find out the main constructs behind the consumer’s behavioural pattern. They found that consumers frequently purchase those products from which they are emotionally attached. Their study revealed that marketers use different kind of emotional appeals in their communication in order to evoke the feelings of the consumers towards the brand. The use of celebrities in advertisements also makes a high impact on the buying behaviour of consumers.

Celebrity endorsements ensure high degree of recall and reliability. Roberts et al, (2007) explored, that consumers were more inclined towards those advertisements which were endorsed by Indian Film stars. Muhammad et al, (2012) further contributed by revealing that consumers tends to be familiar with the film stars therefore, they feel good and confident while using the products endorsed by them. Hema et al, (2014) explained that majority of the consumers considered celebrities as an important aspect of advertisements as famous stars elaborate the product’s features in a better way. It was also revealed that a proper association between the celebrity and the product is crucial as it creates a good impact, forms a brand identity and attracts most of the people towards the brand. It was also disclosed that Indian film stars or celebrities were helpful in refreshing the brand identity, changing the interest and style of the people, thus, encouraged consumers towards the brand. Bimal et.al (2012) manifested in their study that celebrity endorsements have an impact on the brand image of the products as well. It was found that companies were roping for the celebrities due to several factors.
like to enhance the image of the product, for brand awareness, recall, retention and for
credibility. Moreover, in many studies it was revealed that those products which were
endorsed by famous and big celebrities were having more market share and a large
impact on consumer buying behaviour with comparison to the products endorsed by
non-celebrities.

Consumer buying behaviour is the study of individuals, groups, or organizations and all
the activities that are associated with the purchase, use and disposal of goods and
services, including the consumer's emotional, mental and behavioural responses that
precede or follow these activities. It is an inter-disciplinary social science that studies
behavioural economics, social anthropology, sociology, ethnography and psychology.
behaviour was mostly influenced by television advertisements. Upadhyay, (2014) has
found that the impact of television advertisements on consumers was far more than the
impact of advertisements of other media. It was also revealed by several studies that the
influence of television advertisements on buying decisions was larger because of its
audio and visual medium, it attracted viewers more easily. Hooda et al, (2012) also
found a significant and an effective impact of internet advertisements on consumer
buying behaviour as internet advertisements contained sufficient information related to
the product types and identified consumers with respect to their affecting factors.
Woon, et al, (2009) was of the view that marketers were selecting appropriate strategies
that greatly contributed to the process of purchasing and ultimately customer loyalty.
Gilaninia, et.al (2013) further pointed out the advantages of internet advertising as they
cited to two-way communication with the audience, having relatively low cost,
universal and boarding access.

Marketers invest in all type of advertising media with the view of getting maximum
responses from the consumers. The consumers today are bombarded with different type
of advertisements everyday due to the increased competition especially in electronic
market where it has become quite hard for them to react for every electronic brand. “A
study conducted by ASSOCHAM and NEC estimated that demand of electronic
products in India is expected to grow at a CAGR (compound annual growth rate) of
41% during 2017-2020 to reach $400 billion by 2020, the domestic production which is
currently growing at a CAGR of 27% may touch $104 billion leaving a huge gap for
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import to the extent of $300 billion”. Both the organizations suggested that India is
becoming a home to the growing middle class population. Increasing disposable
income has led to increased consumer demand for electronic products especially in
advanced television’s, mobile phones and computers.

Sony and Samsung have constantly been contributing towards the growth of Indian
electronic market. Sony is a worldwide famous Japanese Electronic Brand, engaged in
the developing, designing, manufacturing, and selling of electronic equipment and
devices such as televisions, mobiles, smart phones, laptops etc. Sony almost uses all
media of advertising for promoting their products. Sony’s ads can be found in
newspapers, on televisions, on billboards, in magazines, radio and web marketing.

Whereas, Samsung Electronics Co., Ltd. Is a South Korean multinational
electronics company having its headquarter in South Korea. Presently Samsung is
managing more than 120 subsidiaries around the world and uses diverse forms of
promotion for marketing its products such as televisions, refrigerators, mobiles, smart
phones, laptops, washing machines etc. Just like Coca-Cola and Nike, Samsung also
believes that advertising is one of the best forms of promotions which help in engaging
the potential consumers. Apart from advertisements, the company also uses other
approaches and tactics to attract the customers in order to buy the products.

Both brands deliver almost a similar range of electronic products and use fierce
advertising strategies to promote their products. That is why; there was a need to study
the present topic which is incorporating the consumption behaviour of respondents of
Aligarh city towards the above mentioned brands. Aligarh is in the list of 100 smart
cities of India and constantly growing in terms of delivering the products or services of
multinational companies (MNCs). The city is well known all over the world for its lock
industry and University.

In India very little or almost no literature is available where researchers have explored
the impact of advertisements on the buying behaviour of consumers of Aligarh city.
Therefore, the present study is an attempt to fill some of the gaps in the existing
knowledge by exploring the influence of advertisement on consumer buying behaviour
of Aligarh city.
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To summarise, the present study aims at exploring the impact of advertisements of Sony and Samsung’s electronic products on the buying behaviour of consumers of Aligarh city. The present study is a contribution towards the different models of advertising. The models that have been developed earlier by researchers describe a series of stages on which the advertisement passes through in order to influence the buying behaviour of consumers. The present study has identified learning, attitude, brand preference and purchase intention as the stages that an advertisement elapse to impact the consumer buying behaviour.

1.2 Statement of Problem

It is quite apparent from the above discussion that advertisement is an important component of marketplace. Companies spend a huge sum of money on the advertisements of their goods and services in order to; attract the consumers, for gaining market share, and finally to earn huge profits. Advertisement helps in bringing awareness it also makes an impact on the attitude and changes the perception of individuals while selecting the brand. Thus, importance of advertisement can’t be ignored by the marketers. It is a well-known fact that Samsung and Sony are the two big giants in electronics market selling almost the same range of consumer durable products like mobiles, laptops, televisions, home theatres etc. Like other companies these two rival giants of electronics also spend a handsome part of their profit to advertise their products in every media of advertisement. Both Samsung and Sony advertise the features of their products, new range of their products, offers and discounts etc. in order to attract the consumers and finally to gain market share and competitive advantage.

Aligarh is the 55th fastest growing city of India having population of more than 1.2 million. The city is well known for its lock industry and University. Aligarh is also in the list of 100 smart cities of India which is constantly growing. Due to all these factors, living standard of the residents of Aligarh city and its surrounding towns and villages has improved. Thus, a major part of the population of Aligarh frequently purchases improved and advanced range of electronic products. This is a reason that the city has the showrooms and the service centres of all leading companies of electronic goods.
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There is no literature available where the researchers have measured the impact of advertisement with respect to electronic products on the buying behaviour of consumers belonging to a newly developing city or district. Moreover, so far no research has been done where the researcher has made an attempt by taking two electronic companies simultaneously. Thus there is a need to study the Impact of Advertisement on Buying Behaviour with special reference to Sony and Samsung Electronic Products- A Study of households in Aligarh city.

1.3 Review Literature

Advertisement and consumers buying behaviour are one of the most fascinating and intriguing topic in the field of marketing research. A number of researchers, marketers and authors have done a remarkable work in the field of advertisement and consumer buying behaviour in different countries of the world, on different range of goods and services measuring the impact of advertisements on different constructs of consumer buying behaviour. The aim of this section of the thesis is to review the major landmark studies in the broad areas of both advertisement and consumer buying behaviour. The list of academic articles and the references cited are, by no means an exhaustive review of the area but an aim to provide the reader with a broad framework of the work previously done in this area. This section of the study also aims to look at the research gaps in the area of investigation drawing upon largely the publications from the last decade.

Jobber (1974) explored the reaction of consumers towards the television advertisements, his study was based on three criteria; firstly, feelings of the customers towards annoying and exaggerated advertisements. Secondly, consumer’s subjective assessment of creative advertising and lastly, consumer’s assessment of their ideal type of advertisements. It was observed that nearly 89% of the viewers felt that some ads were exaggerated whereas 59% felt annoyed due to some advertisements. The most common offender in both the categories were washing powder ads and the reason for annoyance were the distortion of facts, exaggeration of reality, an insult to the intelligence, and repetition. The evidence highlighted that creativity was equally important element in advertising. No significant differences were found in response to advertisement type by socio-economic, age, or sex; except in the sexy and homely
categories where consumers favoured more factual advertisement. Finally, in case of the relationship between a creative advertising campaign and normal purchase behaviour, it was disclosed that consumers were having favourable attitude towards a particular brand that affects the buying behaviour.

**Ducoffe (1996)** conducted a study to find the attitude of people towards the internet or web advertisement. It was found that awareness, entertainment and motivation were three important variables prior to advertising value that affected the attitudes of people towards internet advertising. The results of his study also showed that entertainment and awareness were two useful strategies in the field of internet advertising.

**Vijaykumari (1999)** conducted a study to analyse the effectiveness of the two most popular medium of advertising i.e. print media and television media and to find the impact of both of these media on consumers. It was concluded from the findings of the study that the impact of television advertisement on people was far more than the impact of advertisement in print media. It was also revealed that the influence of television advertisements on buying decisions was largest because of the audio and visual medium, as it attracted viewers more easily.

**Fam et al. (2004)** conducted a study to analyse the influence of religion and religious beliefs on the attitude of the individuals towards the advertising of four controversial product groups. The four controversial products were gender/sex-related products (e.g. female and male underwear), social/political products (e.g. guns and funeral services), health and care products (e.g. weight-loss programmes) and addictive products (e.g. cigarettes and alcohol). The sample was collected from the students of four different religious groups namely Buddhism, Islam, Christianity and non-religious believers (mainly Taoism and Confucianism) across six different countries. The findings of the study revealed that the followers of these four different religious denominations were having differences in their attitudes towards the four controversial product groups. The followers of Islamic faith were more offensive towards the advertising of all four controversial product groups as compared to the other three groups. It was also found that the religiously devout followers found the advertising of gender/sex-related products, health and care products and addictive products more offensive in comparison to less devout followers.
Nair (2004) explored the impact of emotional advertisement on the attitude and the buying behaviour of consumers. It was found that emotional advertisements were effective on those consumers who were having difficulty in delaying the gratification of their urges or were having tendency to surrender easily to their impulsive urges. Thus, it indicated that marketers were unsuccessful in influencing the attitudes of high EQ (emotional quotient) consumers by the use of emotional appeals. He was of the view that it was necessary for the marketers to study the perception, beliefs, attitudes and intentions of the consumers. Therefore, he emphasized that they should also focus on the other behavioural patterns of emotionally intelligent consumers towards the variety of products before embarking on any type of promotional campaigns of the market segments which were less prone to impulsive buying and on the other hand more prone to intelligent buying. He also suggested that advertisements should be more realistic and credible to create some impact on emotionally intelligent consumers.

Sehgal (2004) made an attempt to find the challenges that are faced by the marketers in advertising of services. It was found that services had become progressively significant in all major economies of the world. As the role of services has been increased in the market therefore it affected the atrocity of research conducted in this area. It was also revealed that due to the distinctive features of services like being intangible, perishable, heterogeneous and inseparable from the provider, all of these features made advertising and communication of services a challenging task for the marketers.

Kim et. al (2004) examined the effects of religion or the intensity of religious beliefs on the attitudes of people towards the advertising of controversial products. They conducted the study by taking four religious groups i.e. Islam, Buddhism, Christianity, and non-religious believers and four controversial product groups composed of social/political groups, gender/sex related products, health and care products, and addictive products. The findings of the study showed a significant difference between the four religious denominations and the four controversial product groups. In comparison to other three religious groups, it was found that Islamic followers were more offensive towards the advertising of gender/sex related products, social/political groups, and health and care products. Similar findings were there in case of the religiously devout respondents as they found to be more offensive towards the
advertising of gender/sex related products, health and care products, and addictive products relatively to the less devout followers.

**Jain et al. (2005)** conducted a study to analyse the better understanding of rural consumer’s psyche and to overcome with problems of counterfeit products in rural areas. They also studied the existing system of distribution and retail trends that prevailed in rural areas. From the findings of the study they concluded that it was very crucial for the companies to increase awareness about their products. They suggested that companies have to design proper communication and marketing strategies in order to prevent imitation and counterfeiting of their products.

**Sinha (2005)** analyzed the role measures of adolescents. The study also aimed at studying the difference between male and female adolescents and their influencing role in family purchase. Furthermore, he also measured the differences between male and female adolescents associated with the communication and their impact on family purchase. A significant difference was found between male and female adolescents in the family purchase that has made a case for further exploration. He found that the communication between parents and adolescents was one of the openness and was irrespective of gender difference. The author suggested that it was necessary to understanding depth, the role of measures of adolescents.

**Matthew et. al, (2005)** examined the influence of advertising on consumers purchase of Bournvita which was one of the leading food drinks in the Food and Beverage industry in Nigeria. Further they also investigated the relationship between age groups and advertising influence, seeking to know whether reception of advertising efforts of Cadbury Nigeria Plc depends on consumers’ age bracket. Their survey was based on 315 randomly selected consumers of food drinks in Lagos, Ibadan and Ile-Ife, cities in South-western Nigeria. The results of the study showed that advertising of various kinds served as the major source of awareness of Bournvita for the respondents. It was found that brand preference also exists in the food drink industry because most of the respondents preferred Cadbury Bournvita. Furthermore, consumers do not buy whatever was available or affordable in the market which indicated brand loyalty of the consumers towards Bournvita drink. They suggested that company should continue to employ integrated advertising of their product.
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Raluka et. al, (2006) tried to understand and determine the impact of advertising on consumers’ attitude towards the brand. The primary objective of the study was to find the manner that advertisers use to evoke the feelings of the consumers in order to shape a positive or favourable attitude towards the brand. The study incorporated the data of 550 respondents of Cluj-Napoca who were above the age of 18. The researchers tapped their responses through face to face interviews. The results of the study showed that women were often taken into consideration while advertising some household products whereas young individuals were taken into account when the marketers were advertising a luxurious product’s category.

Chan et.al (2007) examined the reaction of Chinese and German consumers towards the potentially offensive print advertisements and also compared the dimensions of consumer perceptions for both countries. They also analysed the relationship between consumers’ perception and rejection of products and brands due to advertisements. They used culture theories about information context, individualism and female consciousness. Primary data was collected from 583 respondents of age group 17-58 belonging to five different Universities of both Germany and China. A mixed trend was found in the perception of offensive ads where Chinese respondents were found less accepting of offensive advertising, as they liked the advertisements less than German respondents. They were also more likely than German respondents to find the advertisements convincing and informative. Results also indicated that respondents of both the countries had different dimensions of advertising perceptions. It was also revealed that people were having a negative perception towards the advertisements that contained sexually oriented body images. Lastly, the study also found that advertising perceptions had a significant impact on consumers’ intentions to reject the products and the brands.

Roberts et. al, (2007) conducted a study which was primarily aimed at children in order to identify the elements that may influence the children's food socialisation by using both Quantitative and qualitative content analysis methods to provide; (1) descriptive statistics of incidence and (2) a thematic analysis of messages contained. They took a sample of 212 food advertisements screened in Perth and Australia during the children's morning television programming. It was found that the themes used in television advertisements which were targeting the children were comprised of; firstly,
the portrayal of grazing i.e. showing children eating the advertised food, secondly, denigration of core foods which means presenting children disliking the core or unprocessed foods where they wish to eat advertised foods and finally, exaggerated health claims. They also highlighted that the themes of performance, popularity, and mood alteration or enhancement were generally used in food advertisements. It was revealed that “Popularity” was portrayed by acceptance of the advertised food by a celebrity whereas in other case “performance” implied the relationship of the product and exceptional performance. Finally, theme of “mood alteration/enhancement” highlighted that the advertised product would either create/enhance positive feelings (e.g. happiness and relief) or remove negative feelings.

Warren et al. (2008) conducted a study on the US children to find the advertising appeals that attract them the most. They classified appeals into two broad categories – product appeals (related to the features or qualities of the product advertised) and emotional appeals (associated with product consumption). Their findings revealed that top-five appeals – nutritional content, taste/flavour, mood alteration, new and value for money were the domination among the three-fourth of food commercials directed on both, children and general audience. It was also found that most of these appeals were related to the product appeals. They suggested that there was no consensus on the types of appeals used to promote foods in advertisements directed at children.

Sunyoung (2009) identified the important values of consumers associated in general with clothing and to order their prevalence chronologically. The study also aimed at identifying which consumer consequences and product attributes fall under each of the five consumer value categories. The clothing ads used in this study were collected from the New Yorker and Esquire magazines; where the years 1975, 1985, 1995, and 2005 were selected as representative of the 1970s, 1980s, 1990s, and 2000s. The consumer values reflected in clothing ads were identified, in order of frequency, as functional, social, emotional and epistemic values. It was found that functional value dominated throughout the 1970s, 1980s, and 1990s, but showed a decreasing trend and in 2000s, emotional value had overtaken functional value. Functional value was linked to high quality, ease, protection, skilfulness, lastingness, ease of care and economic benefit whereas social value was associated with symbols of social status, personal expression, dressing for success, and approval by others. While the emotional value was linked
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with a pleasure dimension – included happiness, beauty, elegance, sentimentality and freedom – whereas with an arousal dimension – included the feelings of the exotic, daring, fresh and sexy and lastly, the epistemic value was linked to two consequences only i.e. pursuit of new fashion and uniqueness. It was the first study which attempted to construct a means-end chain through the content analysis of advertisements where it revealed a hierarchical dimension to clothing values.

Woon et.al, (2009) conducted a study to investigate the five major beliefs that affected the Chinese consumers' attitudes towards the online advertising. The five variables chosen by them were as follows: Entertainment, Information Search, Validation, Economy and Distorted of Value. It was revealed from the findings that Entertainment, Validation and Economy were the predictors of positive attitudes towards Internet advertising whereas Distorted of Value was related negatively with the attitudes.

Pankaj et.al (2009) analysed the impact of children’s (age 5-11 years) attitude towards the television advertisements on their buying behaviour and also to investigate the relationship between perception towards television advertisement and buying behaviour through in-depth interviews. The findings of the study revealed that the demand for the advertised products was heavily influenced by the children’s attitude towards the advertisements. It was found that the cognitive changes among the different age groups resulted in the formation of varying attitudes of children towards the advertisements. They also found the other potent factors apart from advertisements, which resulted in the requests for a product or brand. The authors highlighted that the advertisers should not consider the children below the age of 13 years while formulating advertisement strategy.

Run et.al (2010) investigated the attitude of Malaysian Malays towards the offensive advertisements where they also emphasized at finding the reasons that made the advertisements offensive. They also tried to explore the role played by religiosity in building the attitude of consumers towards the controversial advertisement. They collected primary data randomly from 279 Malay respondents and analysed it by using correlation, means and ANOVA. From the findings of the study, they draw the conclusion that controversial advertisement is complex and dynamic phenomenon and it needs to be addressed from the multiple fronts. Religiosity emerged as an important
variable to be considered while examining society’s attitude towards the advertisements of controversial products as those high on religiosity differed on the nature and manner of controversial advertisements from those of low on religiosity. The researchers were of the view that marketers should understand and focus on religious factors in order to avoid any controversies or potential business loss while advertising their products or services and should come up with appropriate preventive strategy.

Rajagopal (2011) analysed the impact of radio advertisements on the urban commuters of Mexico City towards their buying behaviour in retail stores. He also aimed at finding the influence of information related and economic variables on the cognitive attributes of consumers’ promotion led buying behaviour. The study was conducted on 4 corporate offices of MNCs in Mexico City wherein primary data was collected from 1142 respondents. The findings unveiled the advantages of shopping at retail stores, in response to radio advertisements were highly influenced by the physical, cognitive and economic variables. Those radio advertisements which were propagating promotional messages on sales of products were having quick response to the supermarkets and departmental stores as the listeners of radio commercials were attracted towards the advertisements, those were more entertaining while disseminating the message.

Abideen et, al. (2011) investigated the relationship between independent variables that were based on environmental response and emotional response with attitudinal and behavioural aspect of consumer buying behaviour, by tapping and analysing the responses of 200 respondents and using telecommunication services from Rawalpindi, Islamabad, and Lahore (cities of Pakistan). The results of their study clearly indicated that there existed a weak association between environmental responses with the consumer buying behaviour including the attitudinal as well as behavioural aspects of the consumers buying behaviour. Whereas emotional response on the other hand, established a strong association with the consumer buying behaviour. It was also found that consumers purchased products in the areas of Islamabad, Rawalpindi and Lahore by emotional responses, rather those environmental responses. They also explored that these attachments were created through advertisement as audio, video and text form, which appeals consumers the most.
Jain et al. (2012) conducted an exploratory study i) to understand the effectiveness of comparative and non-comparative advertisements on consumers’ attitude and purchase intention (PI) towards the high-involvement product categories and ii) to identify the differences in the effectiveness of different type of product categories, namely the low and high-involvement categories. The study was conducted through experimental treatments with $2 \times 2$ factorial design among 200 young Indian consumers belonging to the age group of 18-25. The independent variables were product categories and type of advertising (comparative and non-comparative) and dependent variables were consumer attitude and PIs. It was found that the use of comparisons acclimatized consumers towards the advertisement, but didn’t influence consumers’ deeper instincts about the brand. It was also revealed that attitudinal behaviour and the purchase intentions were not significantly impacted by the comparative advertising and was applicable to both low and high-involvement categories. They emphasized on the distinctive attributes of the advertised product, in order to illicit a strong reaction from the consumers.

Shoaib et al. (2012) explored the impact of the advertisements of MNC’s products or services by the Indian film stars in changing the style, interest and purchase behaviour of 185 consumers belonging to Allama Iqbal town in Lahore. It was found that consumers were inclined towards watching the advertisements of products like Pantene, Sun-Silk, Dew etc. which were specifically endorsed by the Indian Film stars. The consumers were familiar with most of the Indian Film stars therefore they felt good and were confident while using these products. Majority of the respondents were of the view that stars or celebrities were able to elaborate the product’s features in a better way which is also an important aspect of advertisements. According to them an appropriate association between the celebrity and the product is crucial as it creates a good impact, formed a brand identity and attracts most of the people towards the brand. It was also disclosed that Indian stars were helpful in refreshing the brand identity, in changing the interest and style of the people. Thus, Indian stars encouraged consumers towards the brand. Finally, it was also retrieved that people retained the products that were promoted by Indian stars for a long time and were also easily recalled at the time of shopping as compared to Pakistani stars.
Niazi et al. (2012) investigated the relationship between two independent variables i.e. environmental and emotional response on the dependent variable i.e. consumer buying behaviour. The primary study was conducted on 200 respondents belonging to Islamabad and Rawalpindi known as the twin cities of Pakistan. A positive relationship of emotional response with consumer buying behaviour was found to be making an impact where no relationship existed between environmental response and consumer buying behaviour. It was therefore concluded that consumers purchase products by emotional response, rather that environmental. It was also revealed that consumers purchased those products from which they were emotionally attached as the attachments were created through advertisement as audio, video and text form, which appeals them highly.

Hooda et al. (2012) studied the key consumer behaviour attributes and its relation with E-Marketing. Their aim was to study the acceptance rate of e-marketing among the consumers of Jaipur city and also to measure its impact on their purchase decision. They also tried to explore the impact of frequency of web ads on the purchase behaviour of consumers. It was found that people irrespective of their age and gender surfed internet and considered e-shopping to be convenient and time saving where credit card was preferred as the convenient mode of the payment. An increasing trend in sales through web was observed in the B2C segment. It was also found that E-marketing was gaining popularity in both developed and developing countries. The customers especially the younger generation were getting used to the new shopping channel. It was revealed that some people were hesitating in using e-services due to security concerns, lack of physical approach towards the product offered, delays in product delivery along with price and quality concerns.

Olufayo et al. (2012) conducted an exploratory research on 250 Nigerian consumers in order to investigate several objectives like; i) the effects of advertisements on the patronage of new products and how the consumers were informed about them, ii) to study the effects of advertisements on the ability of Nestle to educate customers, iii) to examine the type of advertising that influences customers to patronize a new product, and lastly, iv) to examine the effect of budget allocation for advertising on sales volume. It was concluded that there existed a positive and a significant relationship between the advertising and the patronage of a new product, as advertisements inform
and communicate the features, quality and uses of new products to consumers through use of various media like; radio, television, print media etc. Organisations advertise their product in order to attain several objectives like either to inform about the existing or new products and to present feature and benefits of these products. It is very important for an organisation to advertise and inform consumers about their new product so that they can patronise it. The findings also revealed that advertising spending was significantly related to the sales volume.

Dinu et al. (2012) conducted the quantitative study on 366 respondents in the city of Resita for finding the influence of advertisements on purchase decision. They also wanted to explore and highlight the promotional techniques used by companies to become famous. It was found that advertisements play an important role in selling the branded products as most of the consumers were interested in well-known brands. Moreover, temporary price discounts occupy an important place in buying decision, whereas sponsorship made a negative effect on buyers. Many consumers went to fairs and exhibitions and were attracted by the new products, by the producer's prices or the diversified supply. They also found that online advertising influences the buying decision as in Romania doing shopping on Internet means fashion, pleasure and utility.

Rathod et al. (2012) explored the influence of television advertisements on children particularly in products like chocolate, biscuits, food supplements, tooth paste, toys etc. It was found that among many communication tools, television advertisements had significant impact on children than any other medium of advertising. They were of the view that factor like children's age was important, to understand the television advertisements as children's comprehension of television commercials increases with their age. It was also found that the behaviour and preference of English medium students was different from Guajarati medium students.

Michael (2012) conducted a study on 8 different carbonated beverages brands. The aim of the study was to find the brand preference in the carbonated beverage market and also to find the role of media efforts in affecting consumers’ preferences and their brand choice. Coca-Cola was found to be the favourite carbonated beverage among consumers as it ranked first in brand preference. Taste and advertisement were the two major factors responsible for the success of Coca-Cola. Thus, the authors concluded
that the other variables didn’t influence the consumers that much as the brand that supported by heavy advertisements which persuaded them to continue buying. It was also found that among carbonated beverages, Coca-Cola was the well-known brand to majority of the respondents. It was therefore preferred by consumers and also enjoyed a relatively prolonged life cycle. The findings of the study revealed that advertisement was the major source of awareness of Coca-Cola and television was the most effective medium.

Singh (2012) conducted a study on two big giants of soft drink industry i.e. Coca-Cola and Pepsi. His aim was to investigate the impact of advertisements on consumer buying behaviour and on market share. It was found that, advertisements were the backbone for these Industries as these companies were spending nearly 34 % of their total cost on advertisements, just to retain their consumers and to target the prospectus. It was revealed from the findings that advertisements played a pivotal role in changing the consumer’s perception. Television was the important and effective medium that was used for communication with the consumers. Thus, it was concluded that there was a direct relation between Advertisements and the consumer buying behaviour. Lastly, it was also found that celebrities also affected the consumer perception and their buying behaviour.

Anjum et, al. (2012) investigated the impact of celebrity endorsement on brand image as well as on consumers. It was found that companies were roping into celebrities due to several factors like to enhance the image of their product, for brand awareness, recall, retention and for credibility. Moreover, it was revealed that those products which were endorsed by famous celebrities were having more market share in comparison to the products endorsed by normal celebrities. They were of the view that consumers consider the products endorsed by celebrities as more reliable and knowledgeable which in turn influence the demand of these products. They finally concluded that celebrity endorsement possessed a positive impact on the company as well as on the brand and the customers.

Malik et, al. (2013) explored the impact of advertisements on brand image as well as on consumer buying behaviour. The respondents were the teenagers from the city of Gujranwala in Pakistan. The results revealed that brand image had strong and positive
impact on the buying behaviour of teenagers in Gujranwala as they were more conscious for branded products to show off their personality symbols. They found that advertisements had a positive impact on consumer buying behaviour and thus it was concluded from the findings that brand awareness, good brand perception and loyalty resulted into a stronger brand image in the minds of the consumers and finally affected their buying behaviour. Lastly, they were of the view that advertisement should be used as a big marketing weapon in order to attract customers and to stay in their mind.

Sonkusare (2013) tested the impact of television advertising on women consumers’ buying behaviour by collecting the primary data from 30 respondents of Chandpur City. She also studied the advertisement strategies of selected FMCG products and examined the women consumer buying behaviour and their monthly expenditure on these products. She found that T.V. advertising had a great impact on the buying behaviour of women customers as consumers collect information about the products for their proper purchasing decision making activities. There were several other factors which influence the buying behaviour of women consumers such as social and personal factors. It was also revealed that maximum women consumers were influenced by word-of-mouth and were attracted towards the marketing strategies through advertising. She concluded that television advertising played a vital role in affecting the buying behaviour of women consumer in Chandpur city as they spend more than 2000 rupees monthly on purchasing of FMCG products.

Kumar et al. (2013) assessed the influence of advertising through attitudinal buying behaviour of consumers (male & female) and analysed the influence of Advertising between male and female consumers. The findings of the study revealed that customer’s opinion about the product was changed due to some advertisements as consumers tend to watch only those ads which affect their opinion. It was also found that consumers were easily convinced by the advertisements. In their view advertisements were the strongest means of communication media. They also suggested that the ads should not be too long or short and must be appealing so that it can attract customer’s attention. They concluded that advertisements played a significant role in the consumers’ purchase decision.
Gilaninia et al. (2013) identified the impact of internet advertisement on consumer behaviour. They found a significant and an efficient impact of internet advertisement on consumer buying behaviour as internet advertisements contain sufficient information related to the product types and identified consumer behaviour with respect to their affecting factors. The marketers were selecting appropriate strategies that greatly contributed to the process of purchase and ultimately customer loyalty. The authors also pointed out the advantages of internet advertising as they cited a two-way communication with the audience, having relatively low cost, universal and boarding access.

Rai (2013) explored the influence of advertisements on the consumer behaviour and attitude with special reference to consumer durables. It was found that advertisements worldwide influence the behaviour and attitude formation of consumers significantly. The consumers of durable products considered advertisements as their motivational sources. The study revealed that advertisements motivated them to materialize the purchase of durables. The consumers were induced significantly by the advertisements when the target was on quality and price. Purchase attitude and behaviour were also influenced by the variety of advertisements which covered product evaluation and brand recognition.

Chan et al. (2013) investigated consumer attitude towards advertising by medical professionals among different demographic groups. The study also examines the impact of knowledge level of consumers on their attitudes towards the medical professionals. Primary data was collected from over 1200 respondents of age more than 20 years belonging to the city of Hong Kong. Consumers’ attitudes toward advertising by medical professionals were in general favourable as the respondents reported that they were informed about the services and the qualifications of practitioners. However, some consumers were also worried about the misleading information in these advertisements. It was found that respondents strongly perceived that advertising by medical professionals would cause increase in the price of services. Finally, it was revealed that the younger respondents and respondents with higher education were more sceptical toward the advertising by medical professionals.
Chang et al. (2013) developed a theoretical model of email advertising effectiveness in order to investigate the differences that prevailed in between spamming and permission-based email. They also examined the different types of emails and tested the linkage between email advertising values perceived intrusiveness and the attitudinal-behavioural dispositions. The nature of the study was primary where the data was collected through self-administered questionnaire from 221 respondents of Taiwan city. It was discovered that perceived intrusiveness served as a mediator for the relationship between quality of information, entertainment, financial rewards and the attitudes towards e-mail advertising as they significantly made an impact on consumer buying behaviour. The results also unwrapped that permission-based email was more effective in comparison to spam email advertising. It was also disclosed that in case of solicited email, consumers perceived less intrusiveness if the email advertisement offered them financial incentives.

Yousaf et al. (2013) investigated the effects and influence of television commercials on illiterate and literate people of Pakistan. It was found that illiterate people were spending more than 2 hours per day on television commercials whereas the literate ones watched them for less than 2 hours per day. Nearly 70% of the literates preferred the content in television commercials whereas 68% of the illiterates liked television commercials irrespective of the content. The findings of the study unwrapped that illiterates were behaviourally influenced by the television commercials whereas the literates were influenced psychologically. Finally, the results also indicated that the literates did not entirely believe in the message which was conveyed in the advertisements so they didn’t try all of the products listed in the television commercials. On the other hand, illiterates believed in the content and tried to buy those products.

Devadas et al. (2013) attempted to trace the cultural implications of T.V. on urban youth in Karnataka state. The objectives of their study were to understand the television viewing habit of urban youth and to equate the cultural impact of T.V. between urban male and female youth by collecting the primary data from 800 respondents through questionnaire. The data analysis depicted that television had profound influence on its viewers especially on the younger ones. The study also supported the argument that men and women generally differed in their reaction to television programmes. It was
also observed that females tend to discuss more about television programmes in comparison to males. Finally, no significant difference was found between young male and female viewers, in accepting cultural norms from television.

Karthik (2013) made an attempt to study the impact of advertisements on social network and their effects in conveying the information. According to the author these sites were used as advertising tools because of the several reasons like; they reach a large audience, they provide cost effectiveness and most importantly the time spent by the people on these sites. One of the main advantages of social networking sites was that they help the advertisers to know the demographic data from the personal profiles of the people which help them to target advertisements directly on customers. It was considered as one of the easiest modes to spread the content where accessibility levels were high in connecting the users easily. Business on social network was believed to be trusted when an increase in recommendation leads to sales. He suggested that social networks were seen as a great opportunity for target marketing.

Hosseini et. al. (2013) examined the impact of advertising, sales promotion and sponsorship programs (selected elements of marketing communications) on brand equity and its different dimension’s such as brand awareness, perceived quality, brand association and brand loyalty. Nature of the study was primary, having the sample size of 384 respondents belonging to the city of Tehran who were mainly using Samsung’s electronic products. The results revealed that advertisement, sales promotion and sponsorship directly influenced equity dimensions and finally equity. Authors suggested that the managers of marketing research unit of Samsung Company should proposed the marketing strategies which may increase the level of customers’ awareness related to the brand, perceived quality, brand associations and finally loyalty. They defined advertisements as the most effective and important promotional tool for companies whose goods and services’ market was a mass consumer market and therefore they should focus on creating a positive attitude towards the advertisements.

Sharabati et. al. (2013) investigated the influence of direct-to-consumer advertising, awareness and effect of income on consumers’ decision-making by collecting the primary data from 484 respondents through questionnaire. The results of the study indicated a positive significant relationship between direct-to-consumer advertising and
consumer’s decision making. A significant impact was also found between health awareness and Consumer decision making whereas no significant impact was revealed of drug–drug interactions, medical information source and consumer economic situation on Consumer decision making.

Hamid et. al (2014) focused on the relationship between watching television and adopting the advertised goods. Their aim was to find the impact of advertisement on children towards the buying of healthy and unhealthy foods. It was found that those children, who were watching more television, purchased more advertised products in comparison to those who watched less television. Thus, it was revealed that more television viewing resulted into more food purchases and more food purchases was the main reason behind obesity among children. It was also found that there was no advertising of fruit and vegetables which caused decline in the use of healthy food among the children.

Khan, Aminullah et.al (2014) examined the effects of brand image and advertisement on consumer buying behaviour. The study also focused on the effects of emotional as well as environmental responses on the buying behaviour of consumers. The results indicated that both the variables were having a positive effect on consumers buying behaviour. It was also found that teenagers were more conscious in branded products. Further it was revealed that emotional responses had significant while, environmental responses had insignificant effects on consumers buying behaviour.

Hameed et.al (2014) attempted to explore the impact of television advertisements on the buying behaviour of children of different age groups. They collected primary data form 250 respondents belonging to the city of Punjab in Pakistan. The results of their study, indicated a positive and a significant impact of advertisement on children, as those children who watched more advertisement, influenced their parents to purchase something. Whereas a mixed trend was observed in case of age and television viewing hours which clearly indicated that some of the respondents agreed while some didn’t.

Edwin et, al. (2014) investigated the positive or negative relationship between advertisements and consumer buying behaviour by examining the usefulness of advertisements in persuading Nigerian consumers to adopt any new or existing products. The study also aimed at exploring the effects of advertisements on the buying
behaviour of Nigerian consumers. The findings of the study revealed that advertisements that were properly packaged and influenced the consumers in order to experiment that particular brand. They were of the view that advertisements should create some curiosity in the mind of consumers so that their memory set encourage them in order to take some actions regarding the brand. They also suggested that advertisers should focus on What, Why, Where, When and How they can attract the attention of the consumers in order to yield positive results in form of sales.

Hemamalini et, al. (2014) made an attempt to study the effectiveness of television advertisements in teenager’s perspectives. The study also analysed the significant relationship of involvement, message and celebrity with the television advertisements on purchasing intentions of teenagers. Primary data was collected from 50 respondents using a self-administered questionnaire where secondary data was collected from books, journals, newspapers and websites. The data was analysed by using statistical tools like weighted average method, Chi-square and factor analysis. The study found that teenagers’ perspective regarding the television advertisements was effective and was influencing their purchase appeals. The results of the study found a positive impact of television advertisements on customer attention, which showed a direct influence on their purchases or desire to purchase. It was also found that descriptive elements i.e. involvement, celebrity and message had a significant relationship with the effectiveness of television advertisements towards the buying intention thus also proved that these three elements had an access to a large audience and that too in an effective manner.

Singh et, al. (2014) examined that how the rural and urban population processed the belief of "BRAND". The objective of the study was to compare those factors which influenced the buying behaviour of rural and urban consumers towards the purchasing of branded mobiles. The survey was conducted on 200 respondents in the area of South Delhi and Faridabad. The findings of the study revealed that urban consumers were more brand and style conscious as compared to its rural counterpart who prioritized functionality and price. The popular brands of mobiles were well known to the both urban and rural consumers where they trusted the brand name and those companies who offered variety of options. It was also found that urban population relied majorly on internet as a source of information whereas rural population relied on T.V. ads and Mobile phone retailers.
Upadhyay (2014) proceeded with three fold objectives in his study firstly, to examine people’s attitude towards the print and electronic media. Secondly, to see the effects of print and electronic media on people’s day to day life and lastly, to compare the effects of, both, print and electronic media on people’s life. Primary data was collected from 100 respondents belonging to both rural and urban areas. It was found that majority of the respondents were having a positive attitude towards the electronic media, especially the television followed by print media. It was also observed that the effects of television advertisements were more intriguing than the effects of other forms of media. The results of the study indicated that new generation was more inclined towards the use of new media and therefore he suggested that incoming years there will be a significant shift in the lives of people regarding the role of new media.

Soni et, al. (2014) identified the nature of themes/appeals used in food commercials that were shown on children’s networks in India in order to influence the food consumption habits of children. Data was collected by recording the programmes and 114 non-repeated food advertisements that were divided into 11 food categories aired on five popular children’s networks (Hungama television, POGO, Disney, Nick and Cartoon Network) from 9:00 a.m. to 9:00 p.m. for ten weekdays and each weekend. The findings of the study revealed that the majority of food advertisements was framed onto targeting the Indian children as these ads were of confectionery, ice creams and dairy products, baked products and ready-to-cook food items. The most frequently used appeal in these food advertisements was found to be grazing followed by taste/flavour/smell/texture, fun/happiness, being “cool”, adult approval/disapproval, family ties and so on. It was also found that the majority of these advertisements did not feature any health-related message. Finally, they also analysed and found that food promotion in developing countries (like India) was being carried out in much similar manner to the developed countries.

Malik et, al. (2014) conducted a study to vindicate, that the impact of advertisements on consumer buying behaviour is greater than its impact on consumer perception. It was found that the consumer perception was having a positive but weak influence on consumer buying behaviour. The author concluded from the findings and suggested that consumer buying behaviour can be enhanced by rich quality and creative
advertisements where strong market strategies will be helpful in building a positive consumer perception.

Rehman et al. (2014) examined the effects of advertisements and factors of rural areas that affects consumers buying behaviour. They collected the data through questionnaires based survey with a sample size of 500 people belonging to rural areas of Lakki Marwat. The researcher used correlation statistics and simple regression techniques for data analysis. They applied the concept of AIDA model to assess the influence of advertisements on the buying behaviour of consumers. It was found that advertising had a positive and statistically significant effect whereas; factors of rural areas had negative but statistically significant effect on the buying behaviour of consumers. Further, the results of correlation indicated that advertising was positively correlated with consumers buying behaviour where the factors of rural areas were found to be negatively correlated.

Srivastava (2014) explored the effectiveness and perception related to global advertisements in India. He also wanted to know that whether global advertisements were affected by consumers’ age, education and religion besides collectivism and individualistic behaviour. The study was conducted on 1000 respondents of Mumbai. It was found that there was a strong bias for foreign products among undergraduates as compared to graduates and postgraduates. According to him higher education led to a better acceptance of domestic products as compared to undergraduates and therefore education could affect perception. Religion was also found to be playing a vital role in the acceptance of global advertisements; it was revealed from the study that Hindus and Christians were comparatively more inclined towards the global advertisements as compared to Muslims. Finally, it was concluded that culturally individualist and collectivistic cultures had the same response towards the global advertisements.

Hafiz et al. (2014) examined that how, advertisements were able to generate emotional responses among the consumers. They also focused on the influence of environmental responses i.e. information rate and sensory stimulated activities on the buying behaviour of consumers towards the mobile phones in Pakistan. It was found that effective advertising acted as the major source for generating sensations among the consumers which in turn motivated them to buy the advertised mobile phones. It was
also revealed that emotional responses created the feelings of pleasure, arousal and dominance among the consumers after the viewing of television ads which affected their purchase decision. Furthermore, environmental responses conveyed in ads build a sensory modulation where consumer’s thinking matches with the advertising message. Finally, it was concluded by them that both emotional as well as environmental responses in advertisements have a great influence on consumer buying behaviour. However, emotional responses were found to be having a greater impact than environmental responses because people tend to buy those things or products that satisfy them and to which they are emotionally attached.

Fatima et. al. (2015) attempted to find the impact of advertisements on consumer perception, consumer awareness and finally on the buying behaviour of the consumers related to cosmetic industry of Karachi using cosmetic products of different brands. It was found that advertisements were useful in coating the awareness among the consumers. Cosmetic companies were using television and billboard as a medium to attract the consumers as well as to create the awareness in the mind of the customers. It was revealed from the results that there existed a significant relationship between advertisement and consumer awareness whereas no relationship existed between the advertisements and consumer perceptions as there were other factors like recommendation of the peers, friends and colleagues that were responsible for the consumer perception. It was also found that consumers were very loyal to the brands they were using. The authors concluded that though the impact of these two variables i.e. consumer perception and awareness on the buying behaviour was low but still they were two significant variables which shape the buying behaviour of the consumers while purchasing the cosmetics.

Ketelaar et. al. (2015) made an attempt to understand the influence of religiousness that led to ad avoidance in relation to trustworthiness. The study also aimed at finding the measures for the improvement of advertising effectiveness. Primary data was collected through online questionnaires from five Western Countries i.e. Great Britain, United States, France, Spain and Germany. It was found that religiousness was associated with avoidance of advertising in traditional and digital media as religiousness was a negative predictor of avoidance of advertisements where this effect was mediated by trustworthiness. The findings indicated that religious people perceived
advertising as more trustworthy than non-religious people. It was also confirmed that perceived trustworthiness was not the only factor affecting ad avoidance. It was also detected that people who did not belong to a religious denomination were the ones who deemed advertisements as least trustworthy. It was discovered that Catholics were more inclined towards traditional ads where the Eastern region countries strongly trusted advertisements in digital media.

**Farah et al. (2015)** examined the impact of religious sect on the Lebanese consumer’s perception of controversial product’s advertisements. Primary data was collected from Lebanese Shia and Sunni Muslims through self-administered questionnaire containing questions related to 17 controversial products. The results of the study indicated that significant differences existed in the perceptions of Sunni and Shiite Muslims regarding the offensiveness related to advertising of the controversial products. It was disclosed that Sunni Muslims found the advertising of social and political as well as health and care products more offensive, whereas in case of Shiite Muslims it was found that the advertising of gender and sex-related products was considered as less offensive whereas no significant difference existed in offensiveness perception between the two sects with regard to the advertising of addictive products.

**Anjum et al. (2015)** analysed the extent to which religiosity makes an impact on consumer buying behaviour by watching the portrayal of women in television advertisement. Primary data was collected through questionnaire from 200 Pakistani respondents. It was revealed that there existed a positive relationship between the advertisements and the buying behaviour of Pakistani consumers in presence of women. Whereas in case of religious minded consumers the same relationship becomes negative. The authors concluded that television advertisements had a strong and a positive relationship towards consumers’ buying behavioural pattern. However, religiosity changed this relationship by the portrayal of women in television advertisements due to the religious beliefs of consumers.

**Sadhasivam et al. (2015)** reviewed the existing literature available on advertisements in order to understand the impact of television advertisements Vs online advertisements on consumers. They analysed existing literature from various, books, journals, published papers etc. to reach the conclusion. After the analysis of the literature, they
concluded that advertisement plays a very crucial role in influencing the decision making of consumers. They found a positive impact of both television and online advertisements on consumers; however, the impact of television advertisement on consumer was more than the impact of online advertisement as online ads had certain drawbacks like physical approach towards the products and security concerns.

Farooq et.al (2015) explored the impact of comic factors on the buying behaviour of 120 students belonging to three different universities of Islamabad. They also wanted to examine the impact of comic ads on both male and female respondents. It was found that comic factor in television ads was having a significant and a positive impact on consumer buying behaviour of university students. It was also discovered that effect of comic factors on both genders was same, which implied that attention, interest, desire and action (AIDA) were affected with the same extent for both male and female respondents, hence impact of comedy was found to be gender free.

Khan et, al. (2015) investigated the impact of online and conventional advertisements on consumer buying behaviour of branded garments. The study also aimed to unearth the significant factors of advertising mediums that affect the consumer buying behaviour so that companies in garment business can understand customer’s thinking, feelings, influence of environment, family, reference groups and other factors like cultural, social, personal and psychological factors of buying behaviour. It was found that there was no direct effect of online and conventional advertisement on consumer buying behaviour but there existed a significant indirect effect of both mediums of advertising. They concluded that both ads characteristics and attitude had significant direct relation with consumer buying behaviour. The study also revealed that among three variables of attitude it was loyalty and previous knowledge which significantly affected consumer behaviour. Authors concluded that conventional advertising had a larger effect on buying behaviour than online advertising.

Punniyamoorthy et, al. (2015) conducted a study i) to know the impact of ads on consumer buying behaviour of educational institutions, ii) to find the most effective media for advertisement and iii) to find the role of attitude in creating awareness and finally purchase decision. Primary data was collected through 100 questionnaires focusing on FMCG food products. The findings of the study revealed that
advertisement and consumer behaviour were significantly and positively related with each other where the beliefs, knowledge and perception of the people were responsible in the formation of attitude towards the products. The consumers mostly liked television media of advertisements and thus companies used it for promotion of their products. Respondents were having a positive attitude towards the advertisements which was considered as a good indicator for marketers. They suggested that ads should not be too expensive because in turn they increase the price of the products.

Khuong et, al. (2015) examined the effects of television commercials on customer’s purchase intentions, the study was conducted in order to improve the sales for the milk industry of Ho Chi Minh city Vietnam, by collecting primary data from 300 respondents, who used milk products and watched television ads of the same. Four variables were identified which directly affected customer’s purchase intention. These variables were repetition, advertising message, trust and positive mood. They suggested that marketers should concentrate on the repetition of commercials and on building of brand trust where ads should always be meaningful. Lastly, it was also revealed that purchase intention was directly affected by customer’s positive mood and indirectly by customer trust, interest and length of the advertisements.

Zahid et, al. (2016) explored the attitudinal buying behaviour of consumers belonging to Faisalabad city of Pakistan in order to determine the association of consumer buying behaviour with emotional and environmental responses. A sample size of 250 male and female respondents of age group 22-35 was chosen. The findings of the study disclosed a positive impact of emotional responses on consumer buying behaviour whereas on the other hand, environmental responses significantly and negatively affected the consumer buying behaviour. It was revealed that purchasing in the area of Faisalabad was dependent on the emotional responses, rather than environmental responses. Consumers bought those goods to which they were attached emotionally where these attachments were due to the effects of the advertisements which attracted them to buy those products.

Kalia et, al. (2016) conducted a study to find and understand the extent to which online advertisement was beneficial. Questionnaire was used as a tool for conducting the survey among 500 respondents who were net savvy. The findings of the research
concluded that respondents preferred rectangular banner and skyscraper advertisements which were designed in a big picture and copy heavy layouts. They noticed that consumers preferred those online ads whose utility or functions were displayed. Online ads that were placed above the mast head and on the right side of the homepage gained the maximum attention. The advertisements which displayed vibrant colours and promotional offers also attracted the netizens.

**Tekkanat et, al. (2016)** conducted a study in order to examine the attitudes of 265 undergraduate students towards the SMS marketing advertisements and the differences stemming in their ways of life. The respondents belonged to Trakya University, Kesan Yusuf Capraz School. The authors also emphasized on the demographic features of students and their perception towards SMS ads. The results of the study indicated that the number of text messages with advertisement content and the frequency of monthly shopping of students were not influenced by the perceived reliability and the attractive quality of SMS ads. A meaningful difference was observed between SMS ads reliability and the attractiveness of ads according to the attitudes towards the ads and special offer messages.

**Lekshmiet, al. (2017)** conducted a study to find the impact of advertisement on brand preference related to consumer durable market in Kerala. The study aims at finding the effects of advertisement on brand preference and in determining the factors that influence consumers while purchasing consumer durables. The data was collected through self-structured questionnaire which tapped the response of 900 consumers randomly. The products that were selected for the study were washing machine, induction cooker, refrigerator, television and mixer grinder. The study found that advertisements were successfully placing the product into the recipient’s mind, but it is the quality that helps in retaining the consumers and making them loyal towards them. The study also deemed quality as a motivator that determines the purchase of a brand. Finally, the researchers suggested that advertisements should aim at creating goodwill and faith in the mind of the consumers.

**Haider et, al. (2017)** conducted a study to know the impact of advertisement on consumer buying behaviour. They selected four independent variables, that were; entertainment in advertisements, familiarity of advertisements, social imaging in
advertisement and advertisement spending. The nature of their study was primary and they collected data from 544 respondents belonging to Dhaka city. It was found that advertisement has a significant impact on consumer buying behaviour. They concluded and suggested that the marketers must focus on those factors which can trigger consumer’s intention to purchase. Furthermore, they were also of the view that marketers should identify those factors which are more effective in creating an impact on buying behaviour.

Sharma et al. (2018) conducted an experimental study to assess the effectiveness of viral advertisements of Amway products, as these products were liked and shared a number of times on internet. Their research focused on both pre-test and post-test. The survey conducted by showing the ads of Amway’s products to 450 respondents of Punjab. They evaluated the responses (pre and post watching) by using McNemor Test. It was found that viral advertisements of Amway products were quite successful in creating awareness among respondents towards the brand. It was also found that those respondents who were earlier not interested in purchasing Amway products have changed their perception and also purchased the products after watching the ads. Multimedia effect and perceived quality were the two most important factors that created a positive impact on respondents. They suggested that marketers should come up with more effective multimedia effects so that they can attract more consumers.

Nizam et al. (2018) measured that how a significant online advertisement effectiveness affects, the attitude, ability to recall and frequency of clicking ads. They also attempted to explore the impact of these factors on the purchase decisions of consumers. The survey was conducted on 200 respondents of Malacca city of Malaysia. The findings of the study revealed that all variables i.e. attitude, ability to recall and frequency of clicking ads had a significant and positive impact on the purchase decision of consumers. They also provided some recommendations for the marketers, which incorporated that advertisers must focus upon the effectiveness of ads because it is one of the most important factors that attracts consumers towards the brand or the product. They also suggested that manufacturers should keep on upgrading their products or should come up with innovative products in order to attract more consumers.
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Yen et al. (2018) analysed the relationship between print service advertising, broadcast advertising, social media advertising and consumer purchase behaviour. They conducted their research on Malaysian food and beverage industry. They adopted quantitative cross-sectional survey method for collecting the data and applied factor analysis and multiple regression for the analysis. It was revealed from the findings that all three types of above mentioned advertising media were positively and significantly related to consumer purchase behaviour. The authors concluded and suggested from the findings that food and beverage operators of Malaysia should adopt more appropriate methods of advertising, this will help them in capturing the attention of consumers and will also help them in increasing their market share.

Mengkoet, al. (2018) conducted a causal research to analyse the impact of television advertisement on consumer buying behaviour towards e-commerce Shopee Indonesia. They collected primary data from 80 respondents of Manado city. Various test like Regression and ordinal regression along with ratio calculation were applied for the analysis of data. The result of their study showed that credibility, interactivity and informativeness have a significant impact on consumer buying behaviour. On the other hand, entertainment does not. They also suggested that Shopee Indonesia should improve their promotional strategies in such a way that they can attract more consumers by good television advertisement.

Rukhsar (2018) attempted to explore the impact of advertisements on the buying behaviour of consumer of Aligarh city with respect to electronic products. The objectives of the study were to measure the impact of advertisement on the learning and attitude of the consumers. The researcher has collected the data from 250 respondents of Aligarh city through convenience sampling. The study found advertisements as a key factor that created awareness and shaped the attitude of the consumers as the relationship between attitude and learning with respect to buying behaviour was positive, but the impact of advertisements on the buying behaviour was low as consumers rely on the judgement of reference group while purchasing of electronic products, since the investment made on purchasing or buying electronic products is considered as a big investment for long-term commitment. The study also suggested that advertisers should adopt rational appeals while designing the advertisement strategies related to electronic products.
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1.4 Scope of the Study

The foregoing review of literature reveals that a large number of researches have been conducted worldwide and across India, where different authors have made an attempt to explore the impact of advertisement on the buying behaviour of individuals related to different goods and services including electronic products. It was also revealed from the review of literature that till date no research has been conducted to measure the impact of advertisement on the buying behaviour of consumers of Aligarh city with respect to Sony and Samsung’s electronic products. Aligarh is the 55th fastest growing city and also falls under the list of 100 smart cities of India. The living standard of the people of Aligarh city has raised and therefore, the residents of Aligarh city frequently buy latest and advanced electronic products to match their living standard. Thus, there was a need to study the impact of advertisement on the buying behaviour of consumers of Aligarh city with respect to electronic products of Sony and Samsung corporations.

1.5 Objectives of the Study

1) To review the concept of advertisement and consumer buying behavior.

2) To identify the key factors of consumer buying behavior that are affected by the advertisements of electronic products of Sony and Samsung.

3) To develop a comprehensive scale for measuring the impact of advertisement on consumers buying behavior towards electronic products.

4) To investigate the impact of advertisements of Sony and Samsung’s electronic products on the buying behavior of consumers of Aligarh city.

5) To suggest and propose appropriate measures of advertisement that shape or affect the consumer buying behavior towards electronic products with special reference to Sony and Samsung.
1.6 Hypotheses of the Study

➢ $H_01$: There is no significant impact of Advertisements of electronic products on the Learning of the respondents of Aligarh city.

➢ $H_02$: There is no significant impact of Advertisements of electronic products on the Attitude of the respondents of Aligarh city.

➢ $H_03$: There is no significant impact of Learning on the Brand Preference of the respondents of Aligarh city.

➢ $H_04$: There is no significant impact of Attitude on the Brand Preference of the respondents of Aligarh city.

➢ $H_05$: There is no significant impact of Brand preference on the purchase intention of the respondents of Aligarh city.

➢ $H_06$: There is no significant impact of Advertisements of electronic products on the purchase intention of the respondents of Aligarh city.

1.7 Research Methodology

To accomplish the aforementioned objectives primary data was collected through self-administered questionnaire. In total 600 questionnaires were distributed by the researcher among the respondents of Aligarh City by using the convenience sampling technique but the analysis was carried out on 462 respondents as the rest of the questionnaires were either incomplete or not properly filled. Moreover, in the present study, the researcher has also referred to secondary sources of data; collected from journals, books, research papers, published thesis, articles, news dailies and different websites for better referencing.

1.7.1 Statistical Tools

In the present study, various statistical tests such as Exploratory Factor Analysis (EFA), Cronbach Alpha, Confirmatory factor analysis (CFA), discriminant validity, composite reliability and convergent validity have been applied to measure the reliability and the validity of the questionnaire. Besides this, to fulfill the four basic assumption of Structural Equation Modelling (SEM), normality of data was checked by Kurtosis and skewness, linearity was checked by curve estimation test, multi-collinearity was checked by variance inflation factor and homoscedasticity was checked by applying
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Leven’s test for equality of variance. For testing of hypotheses measuring the impact of independent variable on dependent variables, AMOS was used for the calculation of path estimates by using maximum likelihood method estimation technique and applying multiple regression. Whereas; for measuring the significant differences among the demographics variables, T-Test and One-way ANOVA was used.

1.8 Limitations of the Study

Undoubtedly, the researcher have made all possible attempts to present the findings of the study in a unique way but still the following are some of the limitations of the study;

1) The present study measures the impact of advertisement of Sony and Samsung electronics products on consumer buying behaviour; hence the findings cannot be generalized for other electronic products.
2) The present study focuses on advertisement of Sony and Samsung electronics products. Thus, the findings may vary for other electronic brands.
3) The present study is conducted on the respondents of Aligarh city and therefore, the findings cannot be generalized to other cities of India.
4) There is a possibility that the behavioural patterns of consumers in other economic, social and geo-political environments may vary from those revealed in this study.
5) The study has been conducted on only few selected variables of consumer behaviour model because it was quite difficult for the researcher to include all possible determinants in one single model.
6) If the other studies are conducted by taking other variables or determinants of consumer buying behaviour, then the results may vary from the findings of the present study.
7) As the responses for independent and dependent variables were reported by the same respondents that could source the common method bias.
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1.9 Organisation of Study

The present study is divided into five broad chapters which are as follows;

1. The first chapter deals with the Introduction of the study and contains the statement of problem, review of literature, scope of the study, objectives and hypotheses of the study, research methodology organisation of the study and at last limitations of the study.

2. The second chapter focuses on the concept and theories of advertisements along with the different executional styles and advertising appeals. Impact of advertisement on consumer buying behaviour through different advertising models has also been discussed in detail.

3. The third chapter gives the profiles of Sony and Samsung corp., Indian electronics market and a brief idea of Aligarh city.

4. The fourth chapter is devoted to data analysis where the reliability and validity of the questionnaire have been checked. Scale was developed in order to measure the impact of independent variable i.e. Advertisement on dependent variables i.e. learning, attitude, brand preference and purchase intention.

5. And finally the fifth chapter includes the Summary, conclusions, findings and suggestions.

The present chapter deals with the brief introduction about the research topic. The researcher has also formulated the statement of problem and has done an exhaustive review of literature on advertisement and consumer buying behaviour. On the basis of review literature, the researcher has found the scope of the present topic and thus, set the objectives and hypotheses of the study. The present chapter also contains research methodology, statistical tool used by the researcher, limitations and organisation of the study.
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