

## **Impact of Advertisement on Women Buying Behavior of IUB**

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### **Abstract**

Advertising is a type of communication proposed to persuade a crowd of people (viewers, perusers or audience members) to buy or make some move upon items, data or services and so forth. This paper examines the relationship between, independent variables which are perceived value, emotional response, social class and awareness with behavioral part of women purchasing behavior, by tapping the replies of 150 respondents

The present research paper is concentrating on the effect of advertising on women buying behaviors. Perceived value, emotional response, social class and awareness are the key elements, which raise the women expectations, towards the item and purchasing practices. The primary data of the study is gathered through questionnaires and secondary information was gathered through web and journals. The study investigates that an innovative and well executed ad, has dependably an extraordinary effect on the purchasing behavior or purchasing behaviors of the purchasers. Findings revealed that perceived value has a maximum positive impact on women buying behavior and other variables such as emotional response, awareness, social class and advertisement has also significant relationship with buying behavior.

**Key Words:** Perceived value, Emotional response, Social class, Awareness

## Introduction

Advertisers consider publicizing as the most ideal approach to convey purchasers and persuade them towards their item, benefit on some other thought. It is famous for its more extensive introduction and considered as long living device to set picture on customers brain with respect to any thought or item (farooq and latif 2011). Advertisement is one of the most important aspect of marketing any product or service. However, in advanced age, promotion has turn to be important way to advertise items and services and is used for communication reason. No organization can turn into a business pioneer unless they contribute loads of their financial plan in their advertising schemes (Hussainy, et al. 2008).

In such a fast paced and dynamic environment promoting a product or service and to create a greater market share requires great deal of efforts. Advertisement or marketing ads, pamphlets, giveaways, presentations, seminars and etc. are various sources of communication for creating awareness of existing or prospective product to existing or potential customers. (Calder and Iacobucci,D. 2008).According to the study of *Harvard Business School*, "In order to influence the consumer buying behavior following factors must be catered for the advertisements; Product specifications, its competitive price, a proper target market should be focused and a suitable medium for communication should be chosen". Advertisement is the most effective way to regulate and affect the mind of spectator and it gives awareness about a particular product or service (Katke, 2007). Perceived value, emotional response, social class and disposable income, all these factors are directly related to the buying behavior of girls and women of all ages whether in IUB or any other geographical region all over the world.

If a product is sold with higher price prevailing in the market though with improved features, it will adversely definitely affect the emotional response, because as per the individual incomes and social class in the university, perceived value will be of no use to the consumer if the product is expensive. In the country like Pakistan, people, especially women are influenced by the price of the product regardless of its other features.

Initially price is asked and all the other questions are deferred until the price enables the product to be discussed among them. Thus, to penetrate into the market and to create a strong presence, hybrid strategy for product marketing would be beneficial as this influence the consumer buying behavior. (Arshad, Noor, Noor, Ahmad, & Javed, 2014).

As far as gender issues are concerned it can be proven that the power of advertisement in case of feminism has far reaching impact. As we know education has an impact on our intellect we proceed to explore I this paper how media shapes the images, especially those of girls and women.

### **Objectives of the Study**

Objectives of the study contain:

- To comprehend the setting of successful advertising and its impact on women purchasing conduct.
- To figure out how women are influenced by emotional reaction presented in advertisement.

### **Literature review**

Advertisement is a paid activity for the sale of goods through print media or broadcast media. The basic purpose of the advertisement is to create awareness among people and to make them generally known. It offers know how about the different variety and designs of goods (Abideen, Zain-UI-, and Salman Saleem .2011)

Advertisement is the most effective way to regulate and affect the mind of spectator and it gives awareness about a particular product or service (Katke, 2007) .It has become an important tool in businesses world which plays a vital role in attracting new customers and retaining the old one by influencing their thinking towards purchasing decision. (Rehman<sup>1</sup>, Nawaz<sup>2</sup>, Khan<sup>3</sup>, & Hyder<sup>4</sup>, july 2014). The major interest and concern of an

advertisement is to attract potential customers to raise awareness and boost buying behavior. (Arshad, Noor, Noor, Ahmad, & Javed, 2014).

### **Perceived value**

Perceived value is portrayed as the client's general assessment of the utility of a thing (or organization) in perspective of impression of what is gotten and what is given (Chen and Chen, 2010). Perceived value was firstly presented by Monroe and Krishnan in 1990 who have suggested that whether purchasers make a buy or not would rely on upon the relationship between the additions they get from the item they need to purchase and the expense they pay for it. The more perceived gains surpass the perceived cost, the higher purchasers' perceived value.

Perceived value will deliver a synergistic impact to publicizing endorser and actuate buy expectation. Customers will take after perceived value of an item/administration to settle on buy choice and promoting endorser won't make buy goal. Organizations need to depend on their items and services to acquire perceived value and present their promoting impacts and thoughts from publicizing endorser (Tsai, et al, 2013).

### **Emotional response**

Advertisement is the most efficient way to emotionally incite consumer to purchase a product or service. The main purpose of the effective advertisement is to form a positive attitude of a consumer towards an ad to enhance the amount of purchase. The greater number of emotional response towards an ad is the most appropriate sign of constructive advertisement (Goldsmith and Lofferty, 2002).

### **Social class**

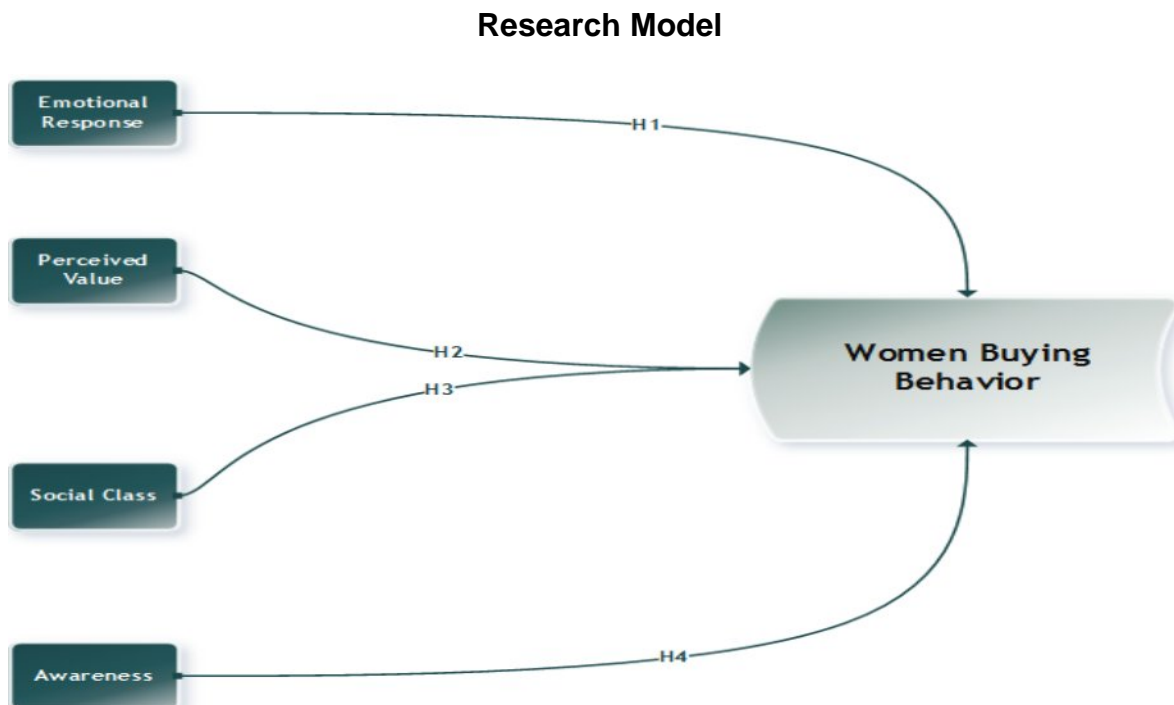
Purchaser's conduct is much affected by social and cultural variables which are not controlled by the advertisers however an energetic investigation of this can help the advertisers to comprehend the conduct of the buyers and can make show casing methodologies appropriately. (Sethi & Chawla, march 2014). Consumer behavior is

found out through their actions, buying decision and their options of buying. Several consumers exhibit different buying behavior. Purchasing conduct in shopping, manner, consumption relies on class status.

## Awareness

An advertising awareness is the measure of consideration an advertisement gets from its intended aimed group. It is the degree to which clients are aware of the commercial in any case and the level of review of the same. Awareness differentials appear to be an intense impact on brand decision in a repurchase consumer product context (*Jonathan, 2014*).

Repetition of advertisement is used to keep the brand in the consumer analysis set – the set of brands to which a consumer give a thoughtful consideration while making a purchase decision (Macdonald and Sharp, 2000).



## **Research Methodology**

### **Research design**

The current study finds the impact of advertisement on women buying behavior. So this study is of causal nature. Causal research seeks to identify the cause and effect relationship. It has a good understanding of the phenomenon being used and uses a structured approach

### **Population**

Populace is the gathering of all individuals or substances about which the scientist is intrigued to reach the inferences (Huysamen, 1994). The specialist ought to plainly recognize the populace before selecting test size (Wilson, 2010). The objective populace of this study was the girls of Islamia University of Bahawalpur.

### **Sample and Sample “Technique”**

Test is that some portion of populace from which the information is really gathered (Moore; 2009). It is the subset or part of a bigger populace (Zikmund et al, 2013). The present study utilized non likelihood examining strategy from which I have utilized comfort inspecting for information gathering.

### **Sample Size**

Sample size was (N= 150) distributed among female respondents and were returned completely. The information about respondent's age, gender and qualification was measured on nominal scale.

### **Data gathering tool**

Adjusted poll device was inferred and the survey arranged was given to ladies and was rounded out and recorded in SPSS programming instantly. The outcomes were then totaled. Clearly the information was gathered from essential sources. The information grabbed for the poll promotion writing audit was from optional sources. The diagnostic

instrument which was utilized for this study was SPSS programming bundle variant 16.00 which is for the most part prominent with specialists. What's more, for the examination of reactions, five point Likert Scale is utilized, it is characterized as

- Strongly agree (1 point)
- Agree ( 2point)
- Neutral (3 point)
- Disagree (4 point)
- Strongly disagree (5 point)

Questionnaire was adapted from following author's study

**Table 1. Questionnaire Reference**

Variable	Authors	Years
Advertisement	Zain-Ul-Abideen	n.d
Perceived value	Richard Chinomona	November, 2013
Emotional response	Zain-Ul-Abideen	n.d
Social class	Marya Iftikhar	March, 2013
Awareness	Fazal ur Rehman	July, 2014
Consumer buying behavior	Ghulam Shabbir Khan Niazi	March, 2012

## Data Analysis and Results

### Reliability Analysis

Dimension	Items	Cronbach's alpha
Advertisement	4	.742
Perceived value	3	.904
Emotional response	3	.784
Social class	4	.737
Awareness	3	.747
Consumer buying behavior	3	.949

To check the inside reliability of the instrument, Cronbach's alpha was run. The estimation of Cronbach's Alpha was 0.742 for ad, 0.904 for perceived value, 0.784 for emotional response, 0.737 for social class, 0.747 for mindfulness and 0.949 for purchaser purchasing conduct individually. All qualities are over the standard worth proposed by (Nummally, 1978) of 0.70, showing that our instrument is reliable and we can verifiably apply different factual tests.



## Regression analysis

Hypothesis	Sig	Beta	t- value	R Square
ADV → BB	0.014	.200	2.485	.040
PV → BB	0.000	.929	30.579	.863
ER → BB	0.000	.917	27.954	.841
SC → BB	0.000	.711	12.287	.505
AWR → BB	0.000	.822	17.548	.675

## Interpretation

There is a huge effect of advertisement on purchasing conduct, sig value is 0.014 which is less than 0.05, it means our hypothesis is accepted. t-value is 2.485 which is greater than 2 also suggests that there is significant impact of advertisement on buying behavior. B- value is .200 tells us that advertisement has positive impact on buying behavior, this suggests that if we spend more money on advertisement women buying behavior would be improved. R square value is .040 or has 4% contribution on buying behavior, 96% buying behavior is determined through other variables.

There is a significant effect of perceived value on consumer purchasing conduct, sig value is 0.000 which is less than 0.05, and it means our hypothesis is accepted. t-value is 30.579 which is greater than 2 also suggests that there is strong significant impact of perceived value on buying behavior. B- value is .929 that tells us that perceived value has a strong positive impact on buying behavior and has highest value , this suggests that if we spend more money in creating a value in customer's mind then women buying behavior would be greatly improved. R square value is .863 or has 86% contribution on buying behavior, and other variables have 14% impact on buying behavior.

Result shows that emotional response has a significant effect on customer purchasing conduct because, sig value is 0.000 which is less than 0.05, it means our hypothesis is accepted. t-value is 27.954 which is greater than 2 it also suggests that emotional

response has a huge effect on customer purchasing conduct .B- value is .917 tells us that emotional response has positive impact on buying behavior and has second highest value, this suggests that if more emotional appeal is used in advertisement then women buying behavior would be improved. R square value is .841 or has 84% contribution on buying behavior, 16% buying behavior is determined through other variables.

There is a huge effect of social class on consumer purchasing conduct, sig value is 0.000 which is less than 0.05, it means our hypothesis is accepted. t-value is 12.287 which is greater than 2 also suggests that there is significant impact of social class on buying behavior. B- value is .711 which tells us that social class has positive impact on buying behavior and has least value among all variables, this also suggests that if we focus more on social class of consumer in advertisement then women buying behavior would be raised. R square value is .505 or has 50% contribution on buying behavior, 50%

Results shows that awareness has a significant effect on customer purchasing behavior because , sig value is 0.000 which is less than 0.05, it means our hypothesis is accepted. t-value is 17.548 which is greater than 2 which also suggests that there is significant impact of awareness on buying behavior. B- value is .822 tells us that advertisement has positive impact on buying behavior, this suggests that if we spend more money in generating awareness in advertisement then women buying behavior would be increased. R square value is .675 or has 67% contribution on buying behavior, 33% buying behavior is determined through other variables.

**Table.4 Correlation**

Correlations		1	2	3	4	5	6
Advertisement	Pearson Correlation	1	.191 <sup>*</sup>	.158	.114	.058	.200 <sup>*</sup>
	Sig. (2-tailed)		.020	.053	.163	.479	.014
Perceived value	Pearson Correlation	.191 <sup>*</sup>	1	.873 <sup>**</sup>	.700 <sup>**</sup>	.741 <sup>**</sup>	.929 <sup>**</sup>
	Sig. (2-tailed)	.020		.000	.000	.000	.000
Emotional response	Pearson Correlation	.158	.873 <sup>**</sup>	1	.668 <sup>**</sup>	.809 <sup>**</sup>	.917 <sup>**</sup>
	Sig. (2-tailed)	.053	.000		.000	.000	.000
Social class	Pearson Correlation	.114	.700 <sup>**</sup>	.668 <sup>**</sup>	1	.606 <sup>**</sup>	.711 <sup>**</sup>
	Sig. (2-tailed)	.163	.000	.000		.000	.000
Awareness	Pearson Correlation	.058	.741 <sup>**</sup>	.809 <sup>**</sup>	.606 <sup>**</sup>	1	.822 <sup>**</sup>
	Sig. (2-tailed)	.479	.000	.000	.000		.000
consumer buying behavior	Pearson Correlation	.200 <sup>*</sup>	.929 <sup>**</sup>	.917 <sup>**</sup>	.711 <sup>**</sup>	.822 <sup>**</sup>	1
	Sig. (2-tailed)	.014	.000	.000	.000	.000	
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

### Inter Variable Correlation Result

1. There was significant correlation between Advertisement and Buying Behavior.
2. There was no linear relationship between perceived value and buying behavior, emotional response and buying behavior, social class and buying behavior, awareness and buying behavior.
3. Advertisement was positively correlated to the following: perceived value ( $r=.191$ ,  $n=150$ ,  $p=.020$ ) Social class ( $r=.114$ ,  $n=150$ ,  $p=.163$ ), and consumer buying behavior ( $r=.200$ ,  $n=150$ ,  $p=.014$ ).
4. Perceived Value ( $r=.929$ ,  $n=150$ ,  $p=.000$ ) and emotional response ( $r=.917$ ,  $n=150$ ,  $p=.000$ ), were correlated to consumer buying behavior.

5. There was strong correlation between consumer buying behavior and awareness ( $r=.822$ ,  $n=150$ ,  $p=.000$ ).

The result depict that there is a strong correlation among the variable or we can say that inter variable correlation result shows that they are correlated with each other as above shown in table no.... the only ADVERTISEMENT shows the less correlation among the other variables but figures like 0.873, 0.700, 0.741, 0.929 indicate the strong bonding of PERCEIVED VALUE with other variables similarly 0.873 0.688 0.606 0.711 shows EMOTIONAL RESPONSE correlate with other variables. 0.668 0.606, 0.711 and 0.741, 0.809, 0.606, 0.822 results of SOCIAL CLASS and AWARENESS respectively indicate the strong correlation with other variables.

### **Research Limitations**

The study was limited to several bottlenecks due to which it was choked to a brief study for the result of Impacts of advertisements on the women buying behavior of IUB. Firstly, it was mere limited to the students of University which was further scoped narrow because of limited demographic reach as it is only based on women buying behavior. A confined region and limited subject matter leads to various limitations in the study. The number of inhabitants in test gathering was little which won't not speak to most of the understudies of University.

Secondly, some common constraints also hindered for the detailed study and to conclude on an absolute basis, about the impact of ads on consumer buying behavior, these include Time, Cost and Resources. Therefore, other methods of effective communication and advertisement were not discussed. This disclaimer is intended to eradicate the element of subjectivity in defining the strategies for advertisement as my research was sensibly prepared besides knowing the fact of bottlenecks.

### **Suggestions and Recommendations**

Although I am a research student but I possess little knowledge of effective advertisement that impact buying behavior the study would have quite point by point and

enhanced if the aforementioned restrictions would not have been experienced. The study could have clarified the accompanying:

- Further Research with a greater illustration size is endorsed. This is for the study was overseen and coordinated with an abnormal state of precision and level of significance yet the sample was only for a specific region, i.e., branch of administration sciences of IUB.
- A more different populace test from various department of IUB would give a much clearer picture.
- Further Research with the correlation of female and male is prescribed. •Moreover, there is a need to lead research with respect to personality characteristics of buyers and find their impact on the purchaser acquiring conduct.

## **Conclusion**

The expectation of the exploration was to investigate the impact of ad, perceived value, and emotional appeal in advertisement, social class and mindfulness on woman purchasing conduct of IUB. Curiously, four speculations were hypothesized. To test the theory information were gathered from the female understudies of Department Of Management Sciences of The Islamia University of Bahawalpur. The last results attested all the expressed exploration speculation in a generous and important way.

- The conclusion of this study can be summarized as follows:

The company should focus on improving the quality and standard of the advertisement exposed to viewers in order to provide them information, amusement and praise.

It has been depicted that perceived value significantly increase the purpose of consumer to buy a product. The study also disclosed that whenever consumer purchases any product they will definitely compare it with other products. A product with beneficial mental image has a significant impact on women buying behavior and will build high level of satisfaction and assurance.

It has been seen by looking into the findings that compelling advertising is the significant source to produce awareness and impression in purchasers which evoke them to purchase promoting products. Exploration disclosed that emotional reactions made sentiments of joy, excitement and zeal after viewing TV advertisements.

The results of regression and correlation analysis shows that all the variables have positive values that anticipated that there is a strong positive relationship between all the independent variables and women buying behavior. Furthermore, it is concluded that perceived value and emotional response are strongly correlated to buying behavior and it has the highest impact and influence on women buying behavior with respect to other variables. Most of the people purchase products after watching television ads because people will purchase those products that will satisfy or fulfill their need or to which they are emotionally attached.

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