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MARKETING THROUGH TELEVISION
ADVERTISING AND CUSTOMER BEHAVIOUR

MASTER THESIS

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ABSTRACT

In the modern capitalist market, the advertisement is an attractive factor for its universality and the multidimensional characteristics. People in capitalism system are self-interest to make benefit. Therefore, under the pressure of consumer behavior, firms try to discover innovative approaches to attract consumers to buy their goods or services through advertising. In an era of information explosion, advertisements play a huge role in altering the behavior of consumers towards the products shown in the advertisements. In recent times, an increase in advertisements per brand has been observed. Advertisements have huge influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise. This work focuses on identifying the influence of advertisements on the consumer behavior and attitude

The Researcher utilized survey research design in the collection of the data. This was due to the simplicity involved in seeking people's opinion using questionnaire. Stratified sampling method was used to get the sample size for this study is 250. Data gathered from the study were analyzed, tested and interpreted using sample percentage frequency table.

The collected data were analyzed in tables and simple percentages, while the hypotheses were tested using the chi square technique. Hypotheses were tested critically to reveal the authenticity of responses by the respondents to the research questions. In the final analysis, attempts were made to bring to summary the tested research hypotheses and two major conclusions were made. By virtue of this study, it was discovered that television advertising positively shapes a consumer's perception about a product.

DECLARATION

I Saman here by do declare that all work done in this study originates from my own work and that all secondary sources referred to in this work have been duly acknowledged and therefore this thesis is submitted for an award of the degree of Masters in the Public Administration of the Yuzuncu Yıl University.

Signature

Date.....

ACKNOWLEDGEMENT

I am most grateful to God Almighty who in His infinite mercies granted me grace to face this great challenge.

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Great thanks to my colleagues for the support through the good and bad times I have gone through while we all persuade this goal. To the families who cared for me and made it my second home, God richly bless you. Much Gratitude to my friends who without fail supported me, without you I would not have made it through.

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DEDICATION

To:

**I want to profoundly thank my supervisor(Yard. Doç. Dr. Sait Ebinç)
he continuously helped me. I would like also to thank my dear friends (Dr.Hemin
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My lovely parents...

My dear wife Lanja...

My lovely daughters ...

My brothers and sisters...

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TABLE OF CONTENT

ABSTRACT	II
DECLARATION	III
ACKNOWLEDGEMENT	IV
DEDICATION	V
LIST OF TABLES	VIII
ABBREVIATION	IX
INTRODUCTION	1
I. LITERATURE REVIEW	
1 Advertising: An Overview	8
2 The Growth of Advertising	16
3 Relevant News	16
4 Advertising Functions	17
5 Television Advertisement and Consumer Behaviour	21
6 Advertisement and Mass Media	26
7 Advertising Plans	28
8 Factors Influencing Consumer Behaviour	30
II. METHODOLOGY	
1 Research Method	43
2 Population	44
3 Sampling Technique and Sample Size	44
4 Data Collection Technique and Instrument	45
5 Validity of Data Gathering Instrument	45
6 Method of Data Analysis	46
III . DATA PRESENTATION AND ANALYSIS	
1 Introduction	47
2 Presentation and Analysis of Data	47
3 Summary of Finding	52
CONCLUSION AND RECOMMENDATION	64
References	67
Appendix 1	78

LIST OF TABLES

Table 4.1.1 – Table 4.1.3: Result analysis for Demographic section of Questionnaire

Table 4.2.1 – Table 4.2.12: Result analysis for Subjective section of Questionnaire

Table 4.3: Contingency table for Hypothesis 1

Table 4.4: Contingency table for Hypothesis 2



ABBREVIATIONS

AMA = American Marketing Association

CD = Compact discs

TV = Television

R = Total on each row

C = Total on each column

G = Grand Total

E = Expected value

D.F. = Degree of Freedom

X_c^2 = Chi-square calculated

X_t^2 = Critical value or Chi-square tabulated

INTRODUCTION

Background of this Study

In the modern capitalist market, the advertisement is an attractive factor for its universality and the multidimensional characteristics. On the other hand, capitalism and consumerism are highly interconnected. People in capitalism system are driven by the rational pursuit of self-interest to make benefit. Therefore, in the business market, the organizations strive to compete due to the pressure of consumer behavior. Eventually, this marketing process drives firms to discover innovative approaches to attract the attention of consumers to buy their goods or services through advertising (Tellis, 2015).

We live in a very complex and dynamic world. The business environment is becoming erudite by the day and therefore, decision-making becomes more challenging and precarious. Business organizations are deteriorating due to poor decision making (Uwakwe, 2007). A lot of investment is lost and investors are unhappy. They are being discouraged by the state of things and this is quite unhealthy to the economy. In some other cases, business organizations are sprouting in leaps and bounds; some are successful in the art of marketing, while others are still similar to the barber's chair syndrome where all is motion but no movement; struggling to reach their target audience. Consumers are also confronted with the problem of choice making due to uncertainty, indifference, confusion and skepticism which are among the major sales destroyers in business world. Advertising sells more than product. It sets image, value, goods and concepts of who we are and who we should be. It shapes our attitudes and our attitudes shape our behavior (Ahunaya 2004).

In today's era advertisement is of great importance. According to Muhammad et.al. (2014), it is the essence of any product or brand. Advertisement can lead it to the epitome of success or to the

diminishing layers of its existence. Advertising, when done in a proper way, is a surefire way to attract a large volume of the target audience in one shot. The only brands and products that become popular are those that put a daring display of their product. Advertisement can be carried out through different media. Some of most commonly used are broadcast media (television, radio, the internet), outdoor media (billboards, events) and print media (newspapers, magazines, and brochures). Alternatively, Uwakwe (2007) stated that the research of consumer behavior has recognized the significance of consumer perception in consumer behavior. Any business can get on the road of success when it attracts and retains the consumers with profit and this goal is achieved when company builds a strong consumer perception for its product or service. Consumer perception plays a decisive role in influencing the performance of customers. Consumer perception can be built through some methods which include price, appearance, quality, feel of product and by fulfilling previous promise made. Furthermore, Muhammad et.al. (2014) concluded that perception can also be generated through personal experience with the customers, by giving them a means of expressing their views; brands that demonstrate this are perceived better. It gives the consumers a feel good sensation and confidence about the product. A positive consumer perception and a convincing advertisement entices customers, and this in turn significantly influences the buying behavior of customer.

However, Zain et. al. (2013) reiterated that the consumer perception test is the biggest obstacle that advertisers must overcome. Perception directs all actions of the consumer from the people he/she connects with to the product he/she buys. In the business world, the customer is always right as it has always been what customers say about a service or product and not what the marketer says. How a consumer perceives each of the different products, determines which product he selects. Many companies spend so much money on sales promotion, adverts, and

other marketing means only to realize that many people don't recollect the product. Conversely, whether consumers ultimately purchase a particular product also depends on the promotion and marketing communication factors facilitating purchase. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007).

It is no news that today; we are in a season of economic recession. All that could go bad have been going bad with the developed economies and having undulating effects on our local business setting. Information about the current economic crunch have been massively scary. Additional companies are lately reported to have stopped operations while some are planning their exit from their locality due to tough economic conditions. In the face of all these, the few still operating are tied up in ferocious battle for the soul of the customers (Nwabuko, 2010).

To succeed, they need to know the behavioral patterns of potential customers. In Muhammad et.al. (2014) words, the choice of advertisement strategy entirely depends on the type of perception the organization wants to build in the mind of consumer. When a positive perception is built, the consumers are more persuaded to the product. They make concerted efforts to convert the apparent thoughts into action and truly buy and experience the product. If the brand aligns with customer's perceptions, a permanent positive value is built with all the products of that brand. Therefore, effective communication with customer through robust advertisement strategies, feedback and social platforms is the necessary for profit making. Anand et al (2009) stated that convincing adverts give self-assurance to the consumer and builds conviction towards the brand being advertised. Big companies have made significant attempts to ensure quality advertisement and creation of strong consumer perception through appropriate ways that

positively affects the consumer buying perception because people get information about product through advertisement and other promotional tools and develop perception through company's accomplishments, past experience with that company and past purchase consequently. Considering the significance of consumer perception in consumer buying behavior, companies are concentrating on conducting the research to study consumer perception and preferences more intensely (Uwakwe, 2007).

Quality advertisements and positive perception are main tools to surviving in this fast paced world. It not only help retain the old customers but also increases the profit margin by conveying prospects to the product. With this discussion one can safely conclude that the advertisement and consumer perception have important relation with consumer buying behavior.

Aim of this Study

The primary aim of this study is to investigate the impacts of marketing through television media advertising on consumers buying behavior

Objectives of this study

- To study the impact of Television advertisements on the consumer segments
- Impact of Television advertisements on the consumer buying segments
- To study factors affecting the consumer buying process with respect to Television advertisements.

According to Shahid, 1999; the six fundamental principles, on which advertising campaign run, have been unanimously agreed upon by researchers. These include:

- To score attention;
- To arose interest;
- To develop and sustain that interest;
- To create desire;
- To incite action; and
- To create good will.

After selecting a suitable strategy and determining the advertising objectives, media selection is the next important consideration. Media is the vehicle that is used for the delivery of the message. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation (Wells *et al.*, 2000).

Research questions

This study seeks to answer the subsequent questions:

- Is advertisement an effective tool in marketing or just an ordinary exercise?
- To what degree do promotional actions embarked upon by a company influence positively on the consumers of the product?
- What steps are taken to determine the impact of advertisement on consumers?
- Has advertisement always improved consumer penchant for the product?
- Have companies been able to overcome competition through advertisement?

Statement of problem

Advertising is expensive, its outcome is usually uncertain, and most times it takes long before having any effect on consumers' buying behavior. It is due to these reasons that many companies find it appropriate, intermittently to decrease expenses on advertising or to totally exclude it. On the other hand, some organizations sometimes consider it needless to advertise when their products are already enjoying great patronage without advertisement. Such behavior indirectly fails to reflect the fact that advertising is not just a present expense but a future investment (Uwakwe, 2007).

Significance of the Study

This work is quite necessary at a time the media is awash with various systems of advertisement to entice consumers. Prior to this study, some past studies discovered that advert had a snowballing effect on consumer satisfaction; others established that advertisement had negative effect and led to consumer dissatisfaction. No research has ever established why contradictory results were found in this area of research. To academics therefore, this work will provide a basis for further research works. To further achieve this, relevant and authentic references would be cited.

This work is also very relevant to business organizations. The need for judicious management of finance in an organization is of great concern. It's astonishing however; that at any time an organization is going through a financial meltdown, the first thing on the mind of the management is a reduction on advertisement and promotion budget or eliminate them entirely as a step to ameliorate their predicament (Nwabuko, 2010). This study therefore, has been planned in such a way as to aid managers know that measurement is very significant in advertising. Therefore, before decisions are taken on elimination of advertisement or reduction of budgets,

efforts must be geared towards determining the impact of such advertisement, hence the need for checks and balances. It will teach consumer on the how to react to advertisement while advertisers will understand the need to abide by the ethics of the profession by avoiding advertisement that are subversive.

Students of advertising will also find this work beneficial as it will show them different forms of media advertisements. Most of all, this work will serve as an addition to prevailing literature on the topic as researches will find some of the recommendation of this study beneficial in conducting additional research.

LITERATURE REVIEW

ADVERTISING: AN OVERVIEW

Predominantly, in this chapter, discussions are centered on advertising. Hence, concerted effort is directed towards reviewing different authors' observations in specific areas intended to be studied. Many individuals who have carved a niche in advertising have assumed many models, which are considered beneficial in this work. The theoretical and empirically literatures used in this study both were taken from texts on the use of advertisement. Various books based on Advertising principle were consulted during the research. The empirical literature was taken mainly from different journals devoted to research in journalism and mass communication.

Today, there are many different definitions of advertising. Morden (1991) is of the opinion that advertising is a medium used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. According to Arens (1996), we might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process. In the words of Olise (2006), people are influenced by what they see, hear or read, since these are targeted at the mass psyche of relatively large number of people. However this package information that has influenced the consumers buying behavior has no doubt been regarded to be the use of advanced communication technology channels.

Dunn et al. (1978) viewed advertising from its functional perspectives, hence defines it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. The study went ahead to examine the nature of advertising messages through communication channels by saying that advertisers use

the various communication channels within the consumers reach in order to influence the buying behavior positively. To them the nation of advertising through these channels has helped to re-shaped the consumer's daily may be giving a new structure to the way they think and behave.

Olise (2006) further went ahead to explain some relation topics like advertising and the persuasive process of communication technology channels advertising in the modern society, advertising message strategy, advertising pyramid, customers need and finally factor influencing behavior which he said are two, emotional and rational factors. Furthermore, the study reviewed and the present study emphasized on the influence of advertising message on the consumer behavior both stressed that the channel of communication and the packaged in formation (which include what we see, hear and read) have always been the major aspects that have contributed to their buying behavior being influenced, but the reviewed study failed to throw more light on measuring the effectiveness of advertising which is one of the important aspects this present study did carry out.

In the words of Kaufman (1980), "Advertising is not chemistry, with rules and laws that, if followed with reasonable precision, will lead to predictable results every time. Advertising is not a panacea that can restore a poor product or rejuvenate a declining market; it is not a substitute for sound business judgment nor is advertising merely the words and pictures that appear in newspapers and magazines, on billboards and on television screens. These are the means or the media that advertising uses to communicate its information about products, services, and ideas to people: information designed to persuade them make buying or action decisions. Advertising is the art and business of persuasive communication".

Nwaizugbo (2004) defines advertising as a process of presenting a product or idea to a person or group of persons, some openly sponsored message (oral or visual) about a product or seller. This message which is being presented is known as advertising.

Above all, the **American Marketing Association (AMA)** recommends this definition:- Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. In this definition, the following phrases were further explained.

Paid Form: When products or services are mentioned favorably in the media, the item appears because it is presumed to provide information or entertainment for the audience. This is called publicity, and no payment is made by the benefited organization. Advertising on the other hand is published or broadcast because the advertiser has purchased time or space to tell the story of a certain product or service.

Non-personal: Personal selling takes place when a personal face-to-face presentation is made. Although advertising complements or substitutes for personal selling, it is done in a non-personal manner through intermediaries or the media.

Ideas, Goods and Services: From this phrase, it's obvious that advertising is not all about promotion of tangible goods as other service providing organizations such as banks, Insurance companies, Airlines etc also advertise as aggressively as do other manufacturers of tangible goods.

An Identified Sponsor: This phrase states that advertising must disclose or identify the source of opinions and ideas it presents.

MARKETING AND ADVERTISING

According to Thangasamy (2014), the term, 'marketing' is not a new phenomenon. It has become the focal point of any business. No commodities can move from a production point to a consumption point without putting the marketing machinery at work. The consumers aim at attaining optimum consumer surplus, be it durables or non-durables, while making such purchases to satisfy their wants. Conversely, the marketers do constantly strive for maximization of profit margin for their survival and growth in the long run. These twin paradoxical ends (producers and consumers) must reach a compromise at a point entailing a profitable and satisfactory exchange of goods. For this reason, the marketers do continually rely on research studies about the dynamic consumer behaviour to position their product planning and development strategies to meet the requirements efficiently.

One of the major concerns of manufacturing companies is marketing their products. During the course of Marketing, they get the knowledge of consumer's reaction about their product so that their responses can be used to enhance their product and sales. A manufacturing company cannot imagine to be well known brand until they invests in marketing, for which consumer market have been dominating through advertisements. Advertising is a proven tool for marketers to affect the performance of their products and their easily adaptation among masses. This useful tool, advertising, is multidimensional and another form of publicity. Advertisements are meant for the masses and people relate themselves with this medium. In simple terms, advertising is an announcement regarding the launch of a product, service or idea through the usage of basically the most popular mass media. Best medium is selected based on its popularity and the one which has maximum reach.

Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Marketing and advertising through Television allows marketers to show and tell a wide audience about business, product, or service. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums.

In India, television started functioning as a state owned medium in 1959, went commercial in 1976 and transformed into colour in 1982. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households (Shah & D'Souza, 2008). It is also proven that visual memories are the strongest memories which make television advertising an effective way in making consumers aware of the existence, characteristics of new products and condition the mind of a potential consumer to take final purchase decision.

The reviews of the following have enabled the way, to delightfully explore Marketing and TV advertising. The past researches act as guidance for the researcher and form the basis for the new researches in any field. These help in finding the gaps in the area of knowledge and provide insight to work on the topic. So, it is essential for the researcher to go through the details of the work undertaken by the researchers in the past. The researcher came across the numerous literature such as advertising influence on consumer behaviour; product purchase process and decision making; children and teenagers' behaviour; lifestyle and consumption; rural and urban consumers. Greater television viewership is associated with more requests for advertised products. Children from high parental education level reduce the reliance on advertising. TV

advertising has greatest effect on younger children than on older children (Robertson & Rossiter, 1977).

Advertising is to create understanding, strong belief, and selection of product or services. The most affecting theory in marketing and advertising research is attitude-towards-the-advertisement. However, the thinking that is formed towards the commercials help in influencing consumer's attitudes and perception toward the brand until their purchase intent (Goldsmith & Lafferty, 2002). Advertisement also plays an important role in affecting the purchase decision for a product. Socio-economic factors such as sex, age, education, occupation and income influence the brand selection of consumers and encourage them to choose a specific brand. The study suggested that advertisements must bring out superiority of the product over other brands besides being attractive, influencing and informative (Kshyap et al., 2013).

There is a direct relation between attitude towards advertisement and attitude towards product. Customers trust on advertisements till they buy the product. After that they may be satisfied or dissatisfied with the product. Advertisements are double edged weapon due to the fact that advertisements are bound to create positive attitude if claims of advertisements correspond with the features of a product and vice versa (Nagaraja, 2014). The study of Ciochetto (2008) analysed consumers' attitude towards television commercials in Mumbai. In India, the liking and disliking of TV commercials is attributed to general values, family values and religions adherence so the marketers should note that culture plays an important role in consumer perspective and attitude. TV advertising helps the consumers in improving the choice of product during shopping after discussing with their family. They also viewed TV advertisements as time

savers during shopping. The informative factors such as price, quality and suggested use of items advertised improve the educational value of an advertisement and make the consumers aware of prevailing prices (Kotwal *et al.*, 2008).

The majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience (Etzel *et al.*, 2008). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Abideen, 2011).

Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through Television allows marketers to show and tell a wide audience your business, product, or service. It allows one to actually demonstrate the benefits of ownership. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing

the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal et al. 2008).

SCOPES OF ADVERTISING

According to Barry Borgat (1920) “consumer should be given the reason why they should buy the product”. The essential nature of television advertising as a marketing tool is perhaps the most important consideration for the reach on the media advertisement on the buying habit on the consumer. It is also imperative to note that advertising communication is a stimulus aimed at eliciting a specific response from the receiver.

He pointed out that television advertising tested the tool of mass information and mass production all over the world. He further stated that when handled properly, the effectiveness of television advertising is mostly subliminal when consciously we are affected by the advertisement.

Researchers have suggested various scopes of advertising and elucidated means to describe these scopes (Leavitt, 1970; Schlinger, 1979; Wells, 1964; Wells et al., 1971). Among them, Schlinger’s (1979) viewer response profile has been noticed by advertising research for many years. Advertising consists of six dimensions including relevant news, brand reinforcement, entertainment, empathy, familiarity, and confusion (Schlinger, 1979). These six evaluative dimensions of advertising were tested and their reliability was confirmed in later studies (e.g.

Stout and Rust, 1993; Strasheim et al., 2007; Lipstein and Neelankavil, 1982). At the present time, the six evaluative dimensions of advertising are accepted by academic researchers and advertising agencies (e.g. Hen and Wells,1999; Strasheim et al.,2007).

THE GROWTH OF ADVERTISING

The origin of advertising cannot precede the advent of mass communication media. This is because advertising is principally a mass communication effort. However, advertising by use of different forms of signs on buildings or rocks have dated back to Roman and Greek merchants of old who carried around commercial signs in wood, clay or stone and dangled them in front of their shops in the same way that we advertise to our prospective customers the merchandise we have for sale. Back then, they also made inscription on their walls to specify the products available for sale. As time went on, advertising became a serious business and it wasn't long before people started to offer themselves as specialists in advertising. The earliest known record of an advertising agency dates back to 1786. Newspaper rapidly became a dominant advertising medium on till the emergence of television in the 20th century. With the advent of television advertising, digital communication has brought with it many opportunities to offer. Multinational companies have not failed to take advantage of these opportunities over the years.

RELEVANT NEWS

The main role of advertising is to give relevant information (Holbrook and O'Shaughnessy, 1984) about a product or service before customers decide whether to consume it or not (Anderson and Renault, 2006). Relevant news in advertising provides relevant information about a product or service (Schlinger, 1979). The relevant information in advertising affects customers' product selection and behavioral intentions (Schlinger, 1979). Relevant news in advertising

influences customers' satisfaction (Stout and Leckenby, 1986). The theoretical background of this relationship is the model of emotional process proposed by Holbrook and O'Shaughnessy (1984). According to this model, when some relevant news or relevant information starts a cognitive judgment in customers' minds, consumers' satisfaction occurs. In this way, cognitive judgment of relevant information or relevant news in advertising is an important antecedent of satisfaction (Lazarus, 1982). In a similar way, Holbrook and Batra's (1987) communication model also shows this relationship. In this model, information in advertising which influences satisfaction creates an attitude towards brand. This model was empirically tested by conducting content-analytic rating tasks. Later studies have empirically supported this theoretical relationship. Therefore, the more relevancies to the viewer, the greater the potential they would like to explore more about offer.

ADVERTISING FUNCTIONS

According to Terence (2000), the massive investment in brand promotion through television advertising by Coca-Cola and Microsoft to the tune of \$67.5billion and \$59.9billion respectively in 2005 was an acknowledgement of the potency of advertisement in rendering the following functions:

- **Information:** The role of advertising here is to communicate to consumers, the existence of goods and services. It tells consumers about what goods and services are available and in what locations they can be purchased and sometimes at what price. In playing the informational role, advertisement highlights the special physical and quality attributes of available goods to satisfy consumer needs.
- **Reminding:** Advertising is intended to keep a brand's name in the memory of consumers. When a need arises that is related to the advertised product, past advertising

impact makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. An advertisement created to do this is referred to as Reminder Advertisement.

- **Persuading:** Effective advertising persuades customers to try advertised products or services. Often times, the persuasion may take the form of influencing primary demand i.e. creating demand for an entire product category.
- **Adding value:** Given that there are three major ways a company can add value to its offerings, viz: Innovation, quality improvement and alteration of consumer perceptions; advertising adds value to brands by influencing consumers' perceptions. Effective advertising causes brand to be viewed as more elegant, more stylish, more prestigious and probably superior to competitors' offerings.

1. **Assisting other company efforts:** Advertising can be viewed as one member of the marketing communications tools. Terence (2000) puts it this way, "Advertising is at times a scorer that accomplishes goals itself. At other times, advertising's primary role is as an assister that facilitates other company efforts in the marketing communications process". While also playing this role, advertising is seen as assisting the effort of sales representative in that it tries to pre-sell the company's product and provides salespeople with valuable introductions prior to their personal contact with prospective customers.

To complement Terence's opinion, Anyacho (2007) augments the following functions of advertising:

- **Education:** Advertising creates knowledge about a wide range of products usage and the alternatives available and offers the right of choice.
- **Economic:** Advertising stimulates commerce and industries. By promoting consumption, demand is created and with more demands, the factory produces more, thus; resulting into high domestic product, creation of wealth and employment.
- **Social:** Advertisements that call people's attention to good environment, cleanliness, good health, disease prevention etc. are performing social functions.

Nwaizugbo (2004) identifies the following as the purposes for which advertising is based.

- It promotes product and organization
- It stimulates primary and secondary demand for the advertised product
- It is used to offset or counter the competitor's advertising
- It helps to make the work of sales persons more effective
- It is used to increase the uses of a product
- It helps to remind and reinforce customer's interest in a product or in an institution or idea
- It also can be used to reduce fluctuations in product sales.

Further to the above, Anyacho (2007) admitted that commercial oriented companies advertise to achieve the following results:

- a. Create awareness in order to espouse the brand and the uniqueness of the product.

- b. Sustain interest and alleviate cognitive dissonance by constantly reinforcing the unique qualities of the products and services.
- c. Fight competition to secure the desired market share
- d. Increase profit thereby ensuring the continued life of the business
- e. Increase turnover
- f. Induce higher production volume resulting from increase in demand
- g. Get more efficient in the utilization of resources as a result of increase in profitability
- h. Invest in research and development
- i. Expansion of market share.

According to Bovee and Aren (1986) cited in Ozoh (1998, 13) advertising function are categorized marketing, Communication, Education, and Social.

1. **Marketing:** Advertising sells a product, a service or an idea to the target audience.
2. **Communication:** It serves to communicate information and message to people there providing consumers with the buying information they need.
3. **Education:** Advertising imbue its audience with “quality of “Psychic mobility” through advertising consumer horizon are stretched beyond their immediate physical and mental confines such that they become aware of new consumption alternative.

4. **Social Function:** It has the capacity to do other thing than sales like it promotes and advocate special value such as those bordering on sustained development, child welfare and disease prevention.

TELEVISION ADVERTISEMENT AND CONSUMER BEHAVIOUR

According to Anand et al (2009) every advertisement strategy includes two main characteristics which are targeting and information content of the advertisement. The information is presented to the target audience through firm's selected advertising medium. Furthermore, Byzalov et al (2004) revealed that consumer gets enough informed about product when he is more exposed to a product's advertisement and this results in lessening the risk involved with product and this factor is called as advertising role of risk reduction. Moreover Hanif et al (2010) observed that the key to customer satisfaction is when his needs and desires are fulfilled and proper services are provided, moreover fair pricing also leaves impact on customer.

According to Shachar, R., & Anand, B. N. (1998), too much expenditures of TV networks on tune-in seem unnecessary but in actual these advertisements really influence the decision of audience for what to watch. According to Hamilton et al (2009, August) when a firm participates in generic advertising programs, it has a significant impact on firm's market performance. De Mooij, M. (2003) also elaborated that the divergence in consumer behavior that leads to variation in consumer's choices is majorly due to cultural difference that usually results in different consumption pattern. Moreover Yang et al (2002) observed that the reliability, personalization, ease of use and access are the factors that are considered by both internet purchasers and non-purchasers. So internet based companies must give importance to these services. Moreover credibility and availability are also important factors to be considered.

Ackerberg, D. A. (2001) also argued that television advertisement containing product information influences prospect's opinion about product, while advertisement with prestige or image effects influences both prospect's and product users opinion about product. According to Barroso, A. (2008) when the sale of any product increases, it is because the consumer is aware about the product's value and this point is achieved through efficient advertisement about product. Furthermore, Kihlstrom et al (1984) argued that there are cases when advertisements with no product information still reflect quality and this is when market mechanisms create positive association between product quality and advertising expenditures. According to Hoch et al (1986) television advertisement plays a significant role in deciding product's quality when the physical evidence provided for the product is somewhat ambiguous.

Tsang et al (2004) also stated that mobile advertisement is not so affective medium to convey the message to consumers unless consumer himself has subscribed to any kind of mobile advertisement service. Moreover Weilbacher et al (2003) elaborated that television advertisement only adds value to what customer has perceived and learned about the brand and the main advertisement task is to present the whole advertisement idea in a way that product always stays fresh in mind of customers. Mohr et al (2001) identified a different dimension in consumer perception that consumers prefer those firms or organizations that are socially responsible and make charitable donations. The ethical behavior of organizations increases the inclination of customers towards them. According to Kacen et al (2002) emerging ecommerce has provided consumers so many impulsive purchasing opportunities but some cultural aspects temperate the consumer's impulsive purchasing attitude. Moraga-González (2000) also explained that informative advertising is designed when consumers are capable of evaluating quality of product, and they give consideration to quality of product and cost of advertisement is high.

Li et al (1999) analyzed that demographics, channel knowledge, shopping orientations and perceived channel utilities are the important factors that must be taken into account while analyzing consumer online buying behavior. Also the education, convenience and experience are important to confer to while discussing online shopping attitude. According to Elliott et al (1994) country of region is important predictor of product quality as imported product is more preferred when local product is considered of low quality. But consumer pick local product when price, technical features, and brand name are invariant. Raj S. P. (1982) also examined that consumer purchase for a product increases when advertisement for that product increases and this increase is due to high loyalty. While increase in advertisement doesn't affect low loyal customers purchases so much. According to Wogalter et al (1991) product warnings and consumer's willingness to read those warnings is one of the important factors through which customers forms hazard perception about product.

Becker et al (1993) analyzed that the impact on customer utility, the level of competition in the market for advertised goods and the induced variation in prices are some deciding factors to judge whether huge or little advertisement is required. Holbrook et al (1982) also discussed that in order to analyze consumer buying behavior more deeply, one must go through the pattern of experiential aspects of consumer behavior such as fantasies, feeling and fun associated with product because these leave a great impact on consumer buying behavior. Deighton et al (1994) suggested that television advertising might result in switching from one brand to another brand but it does not influence purchase rate of consumers. Anderson (1973) suggested that when product actual performance does not meet consumer's high expectations, it generates unfavorable and negative product image. According to Sirgy et al (1982) self-concept of

consumer about the product is an important predictor to judge consumer attitude and consumer preference about the products.

Petty et al (1983) described that the central and the peripheral routes of the persuasion are equally important to bring effective results from any advertisement but which route to choose to advertise a product entirely depends on the level of the involvement (investment required to get hold on the product). Central route of the persuasion works where product has high involvement as in this case the consumers focus more on the informational content about the product. Peripheral route is adopted when the product is of low involvement and in such scenario the use of celebrities and common citizens as endorsers in the advertisement has the positive effect on the consumer attitude toward the product. Smith et al (1983) also presented a marketing scenario in which the influence of direct and indirect experience is revealed on the consumer's attitude and behavior consistency. The direct experience in terms of product trial leaves a remarkable impact in shaping attitude and behavior of the consumer towards purchase decision. While the indirect experience which includes advertising a product has comparatively lesser impact on attitude and behavior consistency of consumer.

Milgrom et al (1986) proposed a different view in shaping consumer behavior that the importance of camera angle in television advertisement for seeking the attention of audience. Different camera angles have different impact on audience. The camera angle is the most influential factor when the audiences' processing motivation is not very high. In case of low processing motivation the camera angle that makes the audience to look up at the product is highly favorable, moderate results are obtained when angle enables the product to be positioned at eye level and the least favorable results come when audience has to look down at the product. But in case of audience having moderate processing motivation the eye level camera angles work

best. Childers et al (1984) acknowledged the importance of picture for any product advertisement and said that it has great impact on consumer memory. The television ads give really incredible results in scenario of immediate and delayed recall tasks where apparent features are focus of processing. While verbal works only in case of immediate recalls and it loses its value when the delayed recall is required.

Mela et al (1997) also studied the long term outcome of television advertisement and the promotional activities on consumer choice of brand. The model says that advertisement plays a major role over time in making the consumer less price sensitive while in comparison the promotional activities are one of the important causes of making the consumer more sensitive towards price and the promotion of the product. This pattern is observed in both loyal and non-loyal consumers but it is observed more widely in the non-loyal consumers. Ackerbergm D. A. (2003) also revealed that television advertising is a great source of product learning. This learning process is carried by either information advertisement or prestige or image advertisement but the research shows that the presence of informational content in an advertisement is a primary tool for creating learning about the product and the image content has relatively less significance in creating the learning about the product and this prestige strategy does not work in every product category with same effectiveness to support the purpose of learning.

According to Wang et al (2002, August) traditional and the internet marketers both can strategize their advertisement policies more effectively by deeply studying those factors in advertisement through which the audience or the consumers form their perception about the product. Some of these factors are information content presented in advertisement, the degree of focus on

entertainment, credibility and the different demographic characteristics presented in advertisement. Moreover, the advertisement with more interactive concept grabs more attention of the consumer. Vakratsas et al (1999) also suggested that in order to know how an advertisement works; it should be evaluated on the basis of three aspects. First of all, the behavioral dimension that includes purchasing decision, brand choice and market share. Secondly the effect on the consumer behavior values and believes. And third the most important cognitive dimension that includes product type, the degree of competition in the market, the development stage of the product and the consideration of the market that needs to be captured.

According to Zhang et al (1996) the phenomenon of humor in the advertisement significantly influences the individual's response towards product. And this phenomenon does not equally influence each individual. Presence of humor in advertisement produces favorable results for a person possessing low need for cognition.

ADVERTISEMENT AND MASS MEDIA

Technological progression has not given us new products and services, but it has changed the meaning of many things. With upsurge in mass media, advertising efficacy, as more traditional mass media, is lower. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. All these things are moving toward the interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007).

As a promotional strategy, advertising provides a major tool in creating product awareness and condition the mind of a potential consumer to take final purchase decision. As advertiser's primary mission is to reach potential customers and influence their awareness, attitudes and

buying behavior (Ayanwale et al., 2005 and Adelaar et al., 2003). Ayanwale et al (2005) conducted research on advertisement of beverages, he found as advertising has a major influence on consumers' likeness for beverage.

Adelaar et al. (2003) conducted study on online compact discs (CDs) shopping behavior of consumer through emotional advertising. Advertising is a non-personal and paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale et al. 2005, and Bovee et el. 1995). Television advertising is a form of advertising in which goods, services, organizations, ideas, etc., are promoted via the medium of television.

Through television, advertisers can reach a wide variety of consumers (Abideen et al., 2011). Over a number of years in the past, many models and constructs have been discussed in the marketing and advertising literature, each having the objective of trying to understand the processes used by consumers to make brand or product evaluations when they are exposed to advertisements (Muehling et al., 1993). These works have investigated relationships among cognitive responses directed towards the brand, advertisement, brand attitudes, and finally, purchase intentions and behavior. A review of the literature states that, involving attitude towards advertisement influence brand attitudes and supports the advertisement–brand attitude relationship across different media and product types (Muehling et al., 1988).

Mass media and television advertising also makes available information about consumption and the value of material goods (Abideen et al., 2011). O'Guinn and Faber (1989) explained that once buying behavior is developed, the individual face great difficulty in controlling buying even after its detrimental effects are recognized.

ADVERTISING PLANS

An advertising plan is that which proposes strategies for targeting the audience presenting the advertising message and implementing media. For a firm to enter the advertising game, it must have a clear plan in mind. It matches the right audience to the right message and presents it in the right medium to reach that audience. It also aids in evaluating a brand's history and as well proposes the level and objectives of an advertisement. To put an advertising plan into action, Terence (2000) has identified three necessary steps.

- Careful evaluation of customer behavior in relation to the brand.
- Detailed evaluation of the competition
- A coordinated effort to tie to the proposed advertising program to the brand's overall marketing strategy

Measuring the effectiveness of advertising

Advertising is not complete if the effectiveness of advertising is not complete. Although it is not at all possible to measure advertising effectiveness accurately as there are many factors like

- a. Making a brand image
- b. Increasing the sales
- c. Keeping people informed about the product
- d. Introducing micro product and so which affect the effectiveness of an advertisement

According to Kofler and Armstrong cited in Okoro (1995, 156) the two most popular areas which need to be measured for knowing the effectiveness of advertisement are:

1. Communication effect

2. Sales affect

Communication Effect Research Consists of Three Types of Researches

- i. Direct rating method: - here customer is directly asked to rate the advertisement and these rating are calculated.
- ii. Portfolio tests: here the customer see the advert and listen carefully to the advertising and all the contents of the adverts and the contents then the calculations are done with the help of these data.
- iii. Laboratory tests: here the apparatus to measure the heart rates, blood pressure, perspiration etc. are used on the customer after he watches the advert to know the physiological reaction of the body.

Sales effect research: Totally depends on the sales of the company. The sales keep varying from time to time.

There are some features affecting sales like:

- a. Product availability.
- b. The price of the product.
- c. Contents of the product and sometimes.
- d. The competitors.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

As adapted from Nwaizugbo (2004), the factors influencing consumer behavior are summarized as follows:

- A. **Individual Factors:** which include Demography, Perception, Motivation, Learning, Belief and attitudes, Psychographics and values, personality and Self-concept.
- B. **Social Factors:** these comprise cultural influences, social class influences, Reference group influences and family influences.
- C. **Situational factors:** which could be viewed in the following ways:
 1. Intensity of the response behavior: Certain objectives or motives may propel a consumer to buy products. Whereas some consumers buy for immediate use or future consumption, others buy to give out. In any case, these buying decision behaviors may be termed: **Routine response behavior, Limited problem solving or Extensive problem solving.** In the first case, the consumer is very familiar with all it takes to make a decision and quickly does that without wasting time. In the case of limited problem solving, the consumer may require further information before deciding to buy especially a new product. Products that are occasionally purchased such as specialty goods follow this process. Finally, in extensive problem solving, the consumer must follow the entire buying decision process.
 2. Some purchases may also be planned, routine, impulse or emergency.
 3. Previous experience, interest, perceived risk of negative consequences, situation and social visibility may also influence consumer purchase behavior.

Consumers buying behavior has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 1980). Most of the time consumers buying behavior is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith et al., 2002). Likewise, Allen, et al., (1992) argue that it is actually the emotional reaction which is developed after the advertising, for the product advertised, that influences the consumer behavior. In the words of Gorn, 1982, the consumer behavior towards a product is totally depending on advertising, without any assessment of the quality of the product.

Furthermore, Controversies over the impact of advertising on the consumer's buying trends and habits has always been present (George, 1989). Sometimes the advertisers over exaggerate about the product's benefits in such a tactful manner that consumer goes psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product (Smith et al., 2006). In the point of view of some people, now most of the consumers avoid the advertisement, because they consider the advertisement, just annoying and misleading (Bishop, 1997). Advertisements have been attacked on psychological, sociological, aesthetic and political grounds. From the point of view of a common lay man, what is the purpose of advertising? Some critics even criticize and consider advertising very harmful to the collective behaviors of the society (Barbara, J. P 1997). But defenders of advertising always give a strong argument in its favor that basic aim of advertising is to sell the products, rather its effects on cultural values of the society (Gold, 1987).

Nowadays companies are more concerned on individual consumer behavior. It helps them to yield information about how the consumers think, feel and choose their products. Every individual is consumer. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Michael R.Solomon, 1998, p. 31). The expand view of consumer embrace much more than the study of why and what consumer buy, but also focuses on how marketer influence consumers and how consumers use the products and services.

There are two perspectives on consumer research should be discussed, which are two type of approaches: Positivist approach and Interpretivist approach. Whilst positive approach(sometimes called modernism) emphasizes that human reason is supreme and there is a single, objective truth that science can discover; in interpretivism approach(or so-called postmodernism) , the interpretivist emphasizes the important of symbolic, subjective experience and the idea that meaning is in the mind of the person in other word individuals construct their own meanings base on individuals own unique and shared cultural experiences, therefore there is no right or wrong answers. More importantly, research relationship in interpretivist approach focuses on interactive, cooperative with researcher being part of phenomenon under study. (Solomon, 2013)

Nguyen et. al. (2014) identified five factors that influence consumer buying behaviour in Low price private label that is: Brand and Brand related activities (advertisement& word of mouth), Consumer Perception, Attitude, Purchase Intention and Demographic factors. Though these five factors have impact consumer purchase decision, the study proves that, for food products price-quality relationship is most important factor. Consumer prefer lower price moreover take in to

consideration of the quality of the food that is ingredient content, taste and other depends on consumer preference. Detailed description each factors is as follows:

Problem Recognition

The first stage of the consumer decision-making process is recognizing that one has a need to fulfill or a problem to solve. A want exists when someone has an unfulfilled need and has determined that a product or service will satisfy that need. For example, the need to replace the family car might be triggered by its poor performance, by a change in family size, by an increase in family income, by a desire to have a car that is in style, by a need for better gas mileage because of increased gas prices, and so on.

Bruner (1987) points out that among the consumers, there seems to be two different needs or problem recognition styles. Some consumers are actual state types, who perceive that they have a problem when a product fails to perform satisfactorily. In contrast, other consumers are desired state type, for whom the desire for something new may trigger the decision process.

Information Search

After recognizing a problem, a consumer begins to search for information, the next stage in the purchase decision process. An information search has two aspects. In an internal search, buyers search their memories for information about products that might solve the problem. If they cannot retrieve enough information from memory to make a decision, they seek additional information from outside sources in an external search.

For example, a person is going to purchase a new car. The decision is more complicated, and he is motivated to search for more information. The decision to search is based upon the perceived

value of the information in relation to the costs of obtaining it. Most people buying a new car would probably like information on various models, options, fuel mileage, durability, passenger capacity and so forth. The trouble and time it takes to get this data are less than the cost of buying the wrong car.

Punj and Stealin (1983) conducted studies to find out the amount of search that consumers undertake when they are in the purchase decision process. They used confirmatory factors analysis to show that high cost of searching and good brand knowledge were associated with less search activity for new automobiles.

Evaluation Of Alternatives

Having recognized the problem of need and searched for information about possible alternatives, the consumer arrives at the third stage of the decision-making process: evaluation of the alternatives. When a satisfactory number of alternatives have been identified, the consumer must evaluate them before making a decision. The evaluation may involve a single criterion, or several criteria, against which the alternatives are compared. A consumer buying a new car will usually consider engine performance, safety, reliability, mileage, interior design, maintenance history, social status, luxurious fittings, price and brand name. Nakanishi and Bettman (1975) quote that an evaluation process may be too complex for many consumer goods; consumers may evaluate brands on two or three key attributes and eliminate brands if they are not adequate on any one attribute.

Purchase Decision

After searching and evaluating, the consumer must decide whether to buy or not. Thus, the first outcome is the decision to purchase or not the alternative evaluated as the most desirable. If the decision is to buy, a series of related decisions must be made regarding features, where and when to make the actual transaction, how to take delivery or possession, the method of payment and other issues. Peterson, Balasubramanian and Bronnenberg (1997) forecast that early in the twenty first century consumers will be purchasing food and other basic household needs via in-home television computer systems. The shopper will choose after viewing brands and prices on the screen. So, the purchasing process itself may change dramatically in the coming decades.

Post Purchase Behaviour

This is the final stage of the decision making process, where consumers compare the product's performance against their expectations. Buyer's feelings and evaluation, after the sale, are significant for the marketer because they can influence repeat sales and develop 'brand loyalty' or stop the use of the product for ever. Many companies regard satisfied customers as their best form of advertising. Kotler and Mantrala (1985) state that the larger the gap between expectation and performance, the greater the consumer's dissatisfaction and they prove that some consumers magnify the gap when the product is not perfect and they are highly dissatisfied; others minimize the gap and are less satisfied.

Consumer Buying Behaviour of Durables

According to Thangasamy (2014), Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. The consumers purchase various durables for varied reasons and purposes. The chief reasons for the consumers' buying durables in Nagaland are tabulated in Table below;

Table: Reasons For Buying Durables N=300

Reasons for purchase of Durables							
Necessity	Social	Comfort &	To Gain	To avoid	To	To	To
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]
226	2						
42	2	128*(42.66)	6	24	60	14	26
14	14	62	26	30	96*(32.)	12	42
2	30	24	50	62	36	22	84*(28.0)
2	20	24	40	76*(25.33)	50	38	48
4	42	14	44	66	28	76	28
2	90	6	52	28	6	80*(26.6)	34
8	10						
Rank I	Rank III	Rank II	Rank VII	Rank VII	Rank IV	Rank VI	Rank V

Field Survey (* Figures in parentheses indicate the percentage)

The analysis from the table above exhibits that necessity tops the list of reasons, as responded by 75.33% of the sample respondents, for purchase of the selected durables. Thereafter, comfort and convenience becomes the second most important cause for making such purchases, revealing 42.66%, followed by social status (33.33%), time saving (32%), maintenance of autonomy (28%), increasing assets(26.66%), gaining knowledge (25.33%) and avoiding unnecessary expenditure (25.33%).

Factors Inducing the Buying Behaviour

According to Thangasamy (2014); Normally, a Consumers' buying behaviour is influenced by cultural, social, personal and psychological factors. Multifarious factors stimulating the buying behaviour of consumers in Nagaland are presented in the table below;

Table: Factors Inducing the Buying Behaviour

Inducement	Television	Rank	Refrigerator	Rank	Washing	Rank	Food	Rank	Furniture	Rank
Advertisement	66	II	76	II	94	I	58	I	58	II
Previous experience	110	I	90	I	78	II	40	III	86	I
Friends	24	V	24	V	24	V	36	V	20	V
Relatives	26	III	30	III	46	III	42	II	28	IV
Goodwill of the	24	V	18	VI	28	IV	38	IV	52	III
Reputation of the	12	VI	26	IV	8	VI	10	VII	10	VI
Retailers' Recommend	2	VII	0	VII	0	VII	14	VI	0	VII

Field Survey (* Figures in parentheses indicate the percentage)

Source: Thangasamy (2014)

The analysis from table above reveals that, based on ranking the influences, previous experience is the most inducing factor, especially while making brand preferences for purchase of television, refrigerator and furniture which ranks first comparatively. In purchase of Washing machine and Four-wheeler, advertisement factor has the greatest influence among the buyers. Similarly, the retailers' recommendation in purchase of television, refrigerator, washing machine, and furniture is the least stimulating factor; rather it does not induce the buyers at all while making brand preferences in such purchases.

According to Jeffery (2015), Consumer decision making varies with the type of buying decision. Comparatively, complex and expensive purchases, like durable procurements, are likely to involve more buyer deliberations and more participants. The degree of differences and preferences among brands is highly determined by the degree of buyers' involvement in decision making. Varied factors induce the consumers invariably to make brand preferences among the durables such as advertisement, previous experience, retailers' recommendation etc.

Buying Habits

Benson-Eluwa (2015) opined that the process consumers go through in making a purchase varies considerably between low-involvement and high-involvement situations. Product decisions that serve high personal relevance and contain a high perceived risk are called high-involvement purchase, and they necessitate complex decision making. Products at the opposite end of the relevance/risk continuum are low involvement purchases that requires simple decision making.

Simple decision making requires very little information and virtually no evaluation. These stages of decision include; Need recognition, Information search, Outlet selection and purchase decision, Post purchase evaluation

Need Recognition: This first stage occurs when the consumer recognizes a need for a product. This can vary in terms of post purchase dissonance by restating the feature and confirming the popularity of the brand or product.

Information Search: This search can be casual, such as reading ads that will happen to catch one's attention. Such as searching for information in a publication. Advertising helps the search process by providing information in the advertisement itself.

Outlet Selection and Purchase Decision: The fourth and fifth stage deals with the choice of an outlet and the actual purchase considering variables that affect purchase.

Post Purchase Evaluation: This last stage deals with reconsidering or justifying one's purchase. This determines whether one will purchase or return it to the store. Many consumers continue to read information even after the purchase in order to justify their decisions to themselves. Advertising helps reduce post purchase dissonance by restating the feature and confirming the popularity of the brand or product.

Buying habits can be formed on basis of the brand preference which means that a consumer regards a particular brand favourably, but will not mind a substitute when the required product is

not available. Consumer preference in a particular product which does not disappoint him brings about a certain kind of attitude in the consumer. By using the product brand often, he tends to get used to it and also believe in the brand. When a consumer gets to this stage, it is known as brand loyalty. Those who have loyalty may do it for the following reasons:

- a) Brand Quality Difference
- b) Difference in Price
- c) Social Class or Standard
- d) Location of Brand
- e) Choice
- f) Advertisement
- g) Psychological Belief

Quality Difference: quality has been shown to be the most important aspect to the consumer. It is the quality of the brand that is of advantage to the consumer. In other words, if the quality of the product is good, the consumer gains satisfaction, meaning that his money has not been wasted.

Difference in Price: price is one of the factors that have contributed to the consumer's preference and loyalty to a particular brand. The consumer is faced with the problem of making a choice between two different brands of a product, both with average quality but different prices, the percentage of the consumer buying the cheaper one would be higher than that of those buying the expensive one.

Social Class or Standard: Brand preference is further motivated by social class or stratum. Any particular social class is composed of people with sufficiently similar status in the society to give

them the same sort of command over goods and services. The members of each social class generally share the same beliefs, attitude and values, and these are reflected by their behavioural patterns.

Location of Brand: brand preference and loyalty could equally occur as a result of location. For instance, a particular brand might be marketed in some designated areas where not all consumers can reach all the time. Undoubtedly, the inconvenience in getting any other brand where it might be available suppresses the consumer's preference for another product.

Choice: The Nigerian constitution provides for the freedom of choice. This freedom enables the consumer to choose one particular product instead of the other. The rationality of the consumer comes to surface when the fellow has the ability to make choice as well as to differentiate between one brand and the other. When a consumer believes a brand is physically different from competing brands, he goes for it because he has the freedom of choice.

Advertisement: advertising assists in brand preference on consumer's choice. It uses persuasion to attract the attention of the target audience into buying a defined product or service. This method of persuasion was invented by Ezea S. (1992) prove that in addition to providing information, advertising must persuade people to believe or do something. If the advertisement is not convincing, it would have no persuasive or motivating effect on the consumer. So, advertisements have to be convincing in order to motivate brand preference.

Psychological Beliefs: people sometimes exhibit total loyalty or fondness to a particular brand because of the effects the brand has on their psychology. Their psychological feeling could be in

the case of beer, a feeling that changes the system of your body or makes you feel different after taking it. It could be a feeling of drowsiness, happiness or a feeling of increased sexual appetite. The feelings are usually fixed after one has experimented with other brands.



CHAPTER 3

METHODOLOGY

Research Method

In this study, the survey research method was adopted as the scientific approach in the study. Survey research was found to be most appropriate for this particular study. survey a research technique used to obtain data, requires either interviewing the respondents or providing them with self administered questionnaire.

This technique of data collection involves careful questionnaire construction and Simple selection.

According to Ogbuoshi (2006) research design is the blue print which determines The nature and scope of study carried out or proposed. Research design is also an outline or scheme that serves as a useful guide to the researcher in his efforts to generate data for the study. Research design are used in research proposal to show how the variables of the proposed research will be observed, controlled or manipulated to generate necessary data for the study. The research design adopted for this study was the survey research method. As the name implies, survey is a research method, which focus on a representative, sample method therefore goes into the field and in the data, selects sample out of the entire population (Nwodu, 2006) the reason for choosing this method was because survey method aims not only at collections of data but also the discovering of meaning in the data collected so that the fact can be better interpreted, explain and understood.

Also Barbic (2006) submits that survey is the best method that gives room for asking question from the population that is too large to observe directly. The method would help,

to study a large number of units and make generalizations on the basis of data collected and analyzed in additions to these reasons, the survey method would be considered more appropriate for topics that have to do with audience attitude and responses to issues of advertising messages.

Study Area and Population

The governorate of Erbil (or Hewler in Kurdish) is located in the northern Kurdistan region of Iraq. Erbil hosts the capital of Kurdistan region administrated by the Kurdistan Regional Government (KRG). The total population of 1,927,118. The population of Erbil governorate is predominantly Kurdish, but the governorate is also a home to Turkmen, Assyrian and Arab. Our study sample was from a selected population within Erbil city. The population of respondents were 250 people chosen randomly. They ranged from the ages of 15 and above.

Sampling Technique and Sample Size

A random sample of 250 consumers' was shared up for the current study in which respondent of the study was request to complete the structured questionnaire on voluntary basis.

The research instrument used for the study was questionnaire which comprised mainly of close-ended questions the closed-ended question were highly structured to the point that respondents were constrained to choose their answers from the options listed by the researcher. The questionnaire was divided into two parts.

Demographic section and subjective section. Demographic section is consisted of gender, age, income and occupation while other section includes questions of advertisement, consumer

perception and consumer buying behavior. The questionnaire contained various items to collect the data from target population. Two hundred fifty questionnaires were filled by randomly selected people.

Data Collection Technique and Instrument

The data was collected by means of well developed, structured and verified scale. All of the questionnaires were distributed among the respondents in the defined areas personally by the researchers. The data was collected in few days and then responses were then analysed and evaluated.

The sub parts of instrument are taken from different studies. The questionnaire was developed based on the 3- point scale ranging from (Somewhat, No and Yes). The item of environmental response is adopted such that items were measured on 3- point scale ranging from (Somewhat, No and Yes).

Validity of Data Gathering Instrument

The researcher made use of the questionnaire of which after formulating, constructing and critically studying the questionnaire showed it to her supervisor who vetted and modified some aspects for clarity, relevance and comprehension.

Method of Data Analysis

In order to analyze the impact of advertisement and consumer perception on consumer buying behavior in far reaching and inclusive way we used quantitative technique.

Data collected was analyzed using Quantitative method. Analysis was done using simple table, frequency and percentages were adopted in the presentation and analysis of data generated for the study. These statistical tools were used because they were suitable means of breaking down and analyzing the generated data.



DATA PRESENTATION AND ANALYSIS

INTRODUCTION:

Suffice to say, this study will be meaningless without this important chapter, which deals with a critical appraisal of the data collected for the purpose of this research work. In this chapter, the data collected are analyzed and interpreted for valid conclusion purpose of this work.

PRESENTATION AND ANALYSIS OF DATA:

Presentation of data: the responses of the sample surveyed from the questionnaire used, and trust of observation made from this study are summarized in tables as we progress.

Data Analysis: This refers to the segregation of data into parts with relevant comments and best of judgments. In other words, it means breaking down and putting in order, the qualitative information gathered through the research exercise. It also involves comparing and contrasting the events, patterns and relationships. As earlier stated in chapter three, the data collected for this study are carefully analyzed in simple percentage and tables, while chi – square statistical technique was used to test the hypotheses. Some of the data with particular relevance and reference to the research question and findings of the study are tabulated each research question is treated using one table and results are presented accordingly. The following are the questions and responses in the questionnaire.

The population of respondents were 250 people chosen randomly. They ranged from the ages of 15 and above. The research instrument used for the study was questionnaire which comprised mainly of close-ended questions. The closed-ended questions were highly structured to the point that respondents were constrained to choose their answers from the options listed by the researcher. The questionnaire was divided into two parts.

Demographic section and subjective section. In the demographic section, respondents were asked questions based on their educational qualification, nationality and employment status. The results are analyzed below:

Table 4.1.1: Educational Qualification

Qualification	Number	Percentage (%)
Primary School	7	2.8
Secondary School	45	18
College Graduate	184	73.6
Master Degree	9	3.6
Doctorate Level	3	1.2

From the Table above, it was discovered that a large percentage of the respondents are College Graduate and Secondary School Leavers (73.6% and 18%) respectively while the Primary School leavers, Master Degree holders and those at Doctorate level (2.7%, 3.6% and 1.2%) made up the list.

Table 4.1.2: Nationality

Nationality	Number	Percentage (%)
kurdish	238	95.2
Türkmen	10	4
Arab	2	0.8

From the above data, majority (95.2%) of respondents are German while Turkish and Arabs make up 4% and 0.8% respectively.

Table 4.1.3: Employment Status

Status	Number	Percentage (%)
Employed	32	12.8
Non-Employed	127	50.8
Freelancer	91	36.4

A relative small percentage (12.8%) of respondents were employed while a large number (50.8%) were without a job. 36.4% of them claimed to be freelancers.

The Second part of the questionnaire is the subjective section. Here, respondents were asked questions based on their opinion on Television Adverts and how it affects their response.

Table 4.2.1: Do you regard TV Adverts as Important

Answers	Responses	Percentages
Yes	93	37.2
No	71	28.4
Somewhat	86	34.4

Table 4.2.2: Do you watch TV Adverts

Answers	Responses	Percentages
Yes	92	36.8
No	59	23.6
Somewhat	99	39.6

Table 4.2.3: Do TV Adverts affect your decision to buy things

Answers	Responses	Percentages
Yes	70	28
No	79	31.6
Somewhat	101	40.4

Table 4.2.4: Do you look for branded goods when shopping

Answers	Responses	Percentages
Yes	104	41.6
No	56	22.4
Somewhat	90	36

Table 4.2.5: Have you recently bought something advertised on TV

Answers	Responses	Percentages
Yes	86	34.4

No	137	54.8
Somewhat	27	10.8

Table 4.2.6: Do you believe that TV adverts have effects on peoples buying decision

Answers	Responses	Percentages
Yes	115	46
No	29	11.6
Somewhat	106	42.4

Table 4.2.7: Do you believe the information provided in TV adverts

Answers	Responses	Percentages
Yes	42	16.8
No	98	39.2
Somewhat	110	40.4

Table 4.2.8: Do you believe that TV adverts exaggerates the value of products/services

Answers	Responses	Percentages
Yes	114	45.6
No	25	10
Somewhat	111	44.4

Table 4.2.9: Is the use of Stars effective in TV Adverts

Answers	Responses	Percentages
Yes	101	40.4
No	51	20.4
Somewhat	98	39.2

Table 4.2.10: Do your family members decision have effect on your decision

Answers	Responses	Percentages
Yes	75	30
No	92	36.8
Somewhat	83	33.2

Table 4.2.11: Do TV adverts save your time and efforts to look after products

Answers	Responses	Percentages
Yes	72	28.8
No	53	21.2
Somewhat	125	50

Table 4.2.12: Which TV adverts are more effective?

Answers	Responses	Percentages
Regular/Normal	121	48.4
Music	50	20
Comedy	79	31.6

Summary of Finding

This study has tried to focus on examining the impact of marketing through television advertising on consumer behavior.

For valid conclusion purpose of this study, therefore, the following findings were noted.

1. Given the first hypothesis, it is noted that television Adverts have an effect on Consumer purchase
2. The second hypothesis indicated that the use of brands is effective and very important in Television Adverts

In spite of the findings from the formulated hypotheses, the following observations were also noted.

1. The use of Stars is very effective in Television adverts
2. Television Adverts exaggerate the quality of products and services a lot.

3. Most people prefer normal and comedy Television adverts to Music Adverts.

DISCUSSION

Muhammad et. al. (2014) revealed that advertisement has strong positive impact on the consumer buying behavior and consumer perception has positive but weak influence on consumer buying behavior. His results had apposite correlation with findings in this study as participants in the survey clearly stated that they watch advertisements and advertisements played a major role in their choice of goods. From the results we can conclude that quality advertisement and positive perception can really play a vital role in improving consumer buying behavior. In addition this research can be done more accurately and precisely with larger sample size.

The results of this research study clearly show that there is a strong correlation between the decision of family members and choice of goods to buy. A good percentage of participants bought goods because their family members bought those goods. However, this was against the assertions of Zain (2013) who claimed that that there exists a weak association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior. The environmental response of the purchasing associates these buyers with unplanned or impulse buying but in this research consumer purchase those products from which consumer are emotionally attached.

The results of data analysis from Momeni *et. al.* (2013) revealed that entertainment does not have a strong impact on consumers' satisfaction. Researchers and practitioners like Sternthal and Craig (1973) have strongly believed that entertaining advertisement attracts consumers' attention

and creates positive feelings, thus inducing positive satisfaction (Geuens and DePelsmacker, 1998). However from this study, it was revealed that entertainment advertisements are not as efficient as comedy or regular advertisements in changing customer perception about a product.

The results of Zajonc et al. (1974) study indicate that familiarity exerts a significant influence on customers' satisfaction. In psychological terms, familiarity with objects and/or people depicted in advertising tends to induce positive satisfaction. As studies have indicated, when customers experience familiarity when exposed to advertising, they tend to have positive satisfaction towards the advertising, thus enhancing its effectiveness. Zajonc's result had a very similar correlation with our results. Our results indicate that the use of stars with which viewers are familiar with highly influences their perception about a particular product.

Ahmed et al (2015) study reveals that the male and female differ with regard to desire for the TV advertised products. Females were found desiring more of the TV advertised products in comparison to the males. Adults have more desire to engage themselves in buying TV advertised products. On the whole teenagers are influenced to buy the TV advertised products, as compared with those who are above 50 years. Another finding from the above study is that the females crave to buy branded products to enhance their lifestyle. Also, adults seem to be more interested in process of buying branded products. This parameter was found more acceptable by the teenagers. Another revelation of the research connotes that the buyers having annual household income more than 5 lakh, accept that buying branded products and services which are advertised on television helps them to enhance their living standard. TV advertisements affect the buying behaviour of teenagers, therefore the advertisers should make an attempt in influencing the teens not only as influencers of purchase decision but also retain them as their future consumers. Additional features can be added into their products on timely basis and publish its benefits

through television commercials. Advertisements influence, either positively or negatively, so a little extra social concern by marketer can add to the betterment of society in general and of their positive image in particular, building strong brands in long run. Also, the finding suggests that successful marketing is based on correctly representing customer life styles and making products relevant to their lives.

Vinod (2015) study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase. They prefer to buy and experiment with the new products. Rural teenagers collectively decide with their family members, products to be purchased due to exposure to TV advertisements while it is not so with their urban counterparts. The urban teenagers do not agree to buy the advertised products if they do not require them. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements. It can also be concluded that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements. Further, the study also revealed that the buying behaviour of male teenagers is more influenced by television advertisements than their female counterparts.

Kaliyaperumal (2015) concluded Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Just like our results indicated, most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers.

Hamed, et al., (2014) also investigated the impact of television advertisements on children buying behavior. The findings of the study suggest that the respondent agreed with this statement that there is impact of TV advertisement on children buying behavior. The other tests like ANOVA and t-test also describes that there is impact of TV advertisement on children buying behavior.

When consumers buy products there are number of factors that influence them and affect the decision of purchasing the product. Among them is celebrity attachment. Now it depends upon the celebrity effectiveness, attachment and match-up with the product. Well, results show good and positive results of the celebrity attachment towards the advertisement and with the brand. A high effect was found for purchase intention when a celebrity comes up in a TV advertisement and endorses a particular product. Both number of endorsements and celebrity attachment influence the buying behaviour of consumers. This was highly in correlation with our study which stated that the use of stars in adverts highly influenced buyers decision. When consumers have strong attachment with celebrity and see that he/she is endorsing numerous brands then it negatively affects the purchase intent. And when they have weak connection their purchase objective is increased with various endorsements (Du Plessis, 2010).

Sonkusare (2013) found that there is no major difference in liking the television advertisement between male and female youngsters. This was in correlation with our research as it was not indicated if there was any effect of advert on male and female buyers. They concluded that rural people get influenced by TV advertisement more than urban people and also the involvement of selecting the product is higher in them. Whereas urban don't want to purchase the advertised

product if they do not actually need it. But they like the advertisement of the particular product or service which they are already using.

In his research study, Hassan (2015) examined the effects of TV advertisement on consumer buying behaviour. The study was concluded that urban residents do not purchase the goods unless they do not actually need it. Female behaviour towards purchase is more prejudiced by the TV advertisements than their male counterparts. The study also portrayed that both gender groups and both residents think good when they look at the ad of the product that they are by now using or having. But almost researchers agreed that TV advertisement have impact on children buying behavior

In their study, Dubey & Patel (2004) concluded that the girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles. While purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by the TV advertisements into their decision to buy. This was in correlation with our report. It was also found that girls had positive attitude towards TV commercials (Kotwal et al, 2008). The reason for higher response rate among females for products could be the higher number of advertisements is targeted at them (Dubey & Patel, 2004).

Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness

among rural and urban respondents. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers.

Jason et. al. (2014) noticed that obese children did recognise a greater number of food than non-food advertisements from TV. A similar effect was seen in the overweight children, whereas in the children with a BMI in the healthy range this difference between conditions did not appear. This effect is not attributable to obese or overweight children recognising more ads in general or falsely identifying more ads as presented in the test, because few of the children picked out any ads to which they had not been exposed in either condition. Furthermore, a majority of the obese children (60%) were recognising nearly all of the eight food ads, whereas not one of the lean children remembered all of them. If more advertisements had been shown, it is possible that even greater differences between groups would have been observed.

Across the group as a whole, a greater ability to recognize the advertisements for food was significantly correlated with higher food intake following exposure to these food ads. Our study did not conclude on this observation. However, this does not in itself establish a direct causal link between viewing TV food advertising and greater intake.

From the findings of Anu P. Mathew et al. (2014), they arrived at a conclusion that TV ads of FMCG of HUL have influence on the purchase decision making of the respondents. Television advertisements have brought a paradigm shift in the arena of advertising. This is mainly due to the fact that it is being considered as a mode through which buying decision may be made collectively as opposed to other media of advertisement where the influence upon the buyer is

restrictively individual. Television ads, especially those which are telecasted at the prime time, are strategic tools of mobilizing potential customers. However, in the globalized era, the impact and influence of promotional tools like advertisements over the masses in general and societal classes in particular has redefined the entire ambience of marketing.

Sonkusare also concluded that T.V. advertising have great impact on buying behavior of women customers. This was not indicated in our studies. Before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities hence Advertising is mostly adopted to get information about FMCG products. There are different factors influenced on buying behavior of women consumers in that it has been found that Social and personal factors have more influenced. Maximum women consumers influenced by word-of-mouth in Chandrapur city. It has been also concluded that Maximum no. of women consumers are attracted towards the marketing strategy through advertising and Maximum no. of consumers from Chandrapur city spends monthly more than 2000 rupees on purchasing FMCG products. In this way Television advertising plays a vital role in buying behavior of women consumer in Chandrapur city.

Deepak (2013) found out that more frequency of television advertisements increases the product demand. 64.8% students said that television advertisements make the decision for the purchase of products easier while 35.2% students do not agree with it. There is almost equal response for television advertisements helps in finding the best products. Out of 100, 62% students said that television advertisements encourage them to experiment new things while 38% students said no

about the question. It shows that 59% students want to buy the product they watch in television advertisement, only 41% students did not showed their interest to buy the product. This was in correlation with our studies and is acceptable.

Deepak (2013) concluded that students spent more time in watching television in weekends but approximately half of the students do not like to watch television advertisements. But they agree that television advertisements create awareness regarding the new product and product usage but they have negative opinion regarding their promise to be fulfilled. They say that frequency of television advertisement increase the product demand but they don't buy the product always by the Influence of television advertisements. We can say that the students see the advertisements just for fun purpose or for enjoyment or for getting information about the product, but by the influence of the product they do not always buy the product but consider this information while making purchasing decision.

Ansari and Jolouldar (2011) investigated that television advertisements influence positively on customers. In this study interesting findings came up through regression analysis. They used AIDAS model for conducting their research. They concluded that television advertisement has positive impact on Avishan's company. They also revealed that customer's satisfaction was increased up to 56 percent due to television advertisement. They predicted optimistic affect of television advertisement on attention towards advertisement, interest in favor of purchasing, desire intended for purchasing, action towards purchasing and consumers satisfaction towards the purchased product.

When consumers buy products there are number of factors that influence them and affect the decision of purchasing the product. Among them is celebrity attachment. Now it depends upon the celebrity effectiveness, attachment and match-up with the product. Well, results show good and positive results of the celebrity attachment towards the advertisement and with the brand. A high effect was found for purchase intention when a celebrity comes up in a TV advertisement and endorses a particular product. Both number of endorsements and celebrity attachment influence the buying behaviour of consumers. When consumers have strong attachment with celebrity and see that he/she is endorsing numerous brands then it negatively affects the purchase intent. This is in correlation with our studies which showed that the use of stars in adverts positively influenced purchasing decisions. And when they have weak connection their purchase objective is increased with various endorsements (Jasmina Ilicic & Webster, 2011).

Since buyers always operate on the foundation of shortened information, they unwillingly and deliberately lay themselves open to a risk in each buying and non-buying assessment. The volume of the risk purchasers depends upon the significance of the particular acquire and on the amount of appropriate information about the product group and the opposing brands. A buying decision is considered as an optimization method during which shoppers tries to find the product, service or the brand that will give up the supreme satisfaction (Raju, 2013).

The study of Ali Hassan (2015) portrayed very interesting results and thus it is concluded from the study that rural individuals and females like the TV advertisement more than urban residents

and male counterparts. Rural residents jointly make a decision with their family members which product to be purchased and they also expect the same quality of the product that is shown in TV advertisement while it is not so with the urban residents. Both genders and residents sense good when they watch the ad of the particular product that they are by now having. The urban citizens do not purchase the product that they don't need. The study proved that there is a significant variation among the rural and urban residents on the issue that TV advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behaviour of female individuals is more influenced by the television advertisements than their male counterparts.

Advertising is to create understanding, strong belief, and selection of product or services. The most affecting theory in marketing and advertising research is attitude-towards-the-advertisement. However, the thinking that is formed towards the commercials help in influencing consumer's attitudes and perception toward the brand until their purchase intent (Goldsmith & Lafferty, 2002). Advertisement also plays an important role in affecting the purchase decision for a product. Socio-economic factors such as sex, age, education, occupation and income influence the brand selection of consumers and encourage them to choose .

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consumer's attitudes and perception toward the brand until their purchase intent (Dhanabhakya, 2006)

Advertisement also plays an important role in affecting the purchase decision for a product. Socio-economic factors such as sex, age, education, occupation and income influence the brand selection of consumers and encourage them to choose a specific brand. The study suggested that advertisements must bring out superiority of the product over other brands besides being attractive, influencing and informative (Kapoor, 2014).

There is a direct relation between attitude towards advertisement and attitude towards product. Customers trust on advertisements till they buy the product. After that they may be satisfied or dissatisfied with the product. Advertisements are double edged weapon due to the fact that advertisements are bound to create positive attitude if claims of advertisements correspond with the features of a product and vice versa (Kavitha, 2006).

The study of Kotwal et. al. (2015) analysed consumers' attitude towards television commercials in Mumbai. In India, the liking and disliking of TV commercials is attributed to general values, family values and religions adherence so the marketers should note that culture plays an important role in consumer perspective and attitude. TV advertising helps the consumers in improving the choice of product during shopping after discussing with their family. They also viewed TV advertisements as time savers

Nidhi (2015) study shows that television commercials play an important role on the buying behaviour of masses. This is supported and highly correlated by our results. The efforts have also been made to provide workable suggestions to the advertisers and the marketers in this regard. Most of consumers are interested in buying branded products which helps them to improve their lifestyle. It has been observed that annual household income plays an important place in buying decision. Very important to mention is the fact that the television advertising influences the buying decision of earning buyers. Advertising research styles have involved and advanced, partly through the influence of improved technology and access to advanced theories and methods. Another finding of the study is that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

Saksena (1990) found that teenagers are influenced by TV advertisement and mostly purchased those brands and

products which are advertised more on television. Kotwal (2008) also studied the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing they were guided by fashion,

friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television.

Conclusion and Recommendations

It's obvious that this study has revealed television advertising is a primary tool in the marketing decision variables of a firm and effective in the marketing of products. Television advertising has proven beyond measure to have a positive influence on customer behavior. Every marketing variable of any business concern must be evaluated in terms of the contribution it makes to the growth of the business.

By virtue of this study, it has been discovered that television advertising shapes a consumer's perception about a product. As the business environment is becoming more challenging and risky, business organizations are failing as a result of poor decisions and low patronage, it's no doubt therefore, to say that television advertising could help increase the demand for a product by making it popular in the minds of the consumers.

The study also shows that television commercials play an important role on the buying behaviour of masses. The efforts have also been made to provide workable suggestions to the advertisers and the marketers in this regard. Most of consumers are interested in buying branded products which helps them to improve their lifestyle. It has been observed that annual household income plays an important place in buying decision. Very important to mention is the fact that the television advertising influences the buying decision of earning buyers. Advertising research styles have involved and advanced, partly through the influence of improved technology and access to advanced theories and methods.

Recommendations

The following are some of the recommendations from this study.

1. Television Advertising should be seen as an investment into the future of products and not to be evaluated by its immediate returns.
2. It is not advisable for Firms to entirely eliminate advertising budgets in the event of challenges as advertising may go a long way to restoring their pride. However, there should be a system of checks and balances as regards the impact of advertisement.
3. Compromise must be discarded for TV advert to be successful, hence, the need to employ the services of core professionals for the purpose of proper planning and execution of the advert rather than use quacks in order to cut cost.
4. It's also advisable to identify a target market before television advertising, so as to know the particular medium that will be more useful and cost effective in reaching them. For instance, using a regular TV advert instead of a comedy TV advert will not make much impact if 80% of the target market are children and teenagers.
5. Before Television advertising, an analysis of the advertising environment must be made. This will focus on understanding:
 - a) Physical attributes of various media options
 - b) Strengths and weaknesses of various media options
 - c) Audience reach capability and
 - d) Cost effectiveness
6. There is need to assess how far campaign objectives were met before and after the Television advert, e.g. if it was to build awareness, what is the awareness level now?
7. Visuals, words and sounds to be used in the advertisement must be decent and of good public taste.
8. Advertisers should endeavor there is a media monitoring team/department distinct from its media department or Advertising Agency as the case may be. The main

responsibility of this team shall be to ensure that adverts are produced at the agreed time with the media houses. They should also evaluate the impact of the TV advert.

9. Above all, the researcher recommends this topic for further research.



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APPENDIX 1

Questionnaire

PLEASE TICK IN THE SPACE PROVIDED

SECTION A (DEMOGRAPHIC)

1. What is your sex? (a) Female (b) Male
2. What is your educational qualification (a) Primary School (b) Secondary School (c) College Graduate (d) Master's Degree (e) Doctorate Level
3. What is your Nationality? (a) German (b) Turkish (c) Arab
4. What is your employment status? (a) Employed (b) Non-employed (c) Freelancer

SECTION B (SUBJECTIVE)

1. Do you regard TV Adverts as Important (a) Somewhat (b) No (c) Yes
2. Do you watch TV Adverts (a) Somewhat (b) No (c) Yes
3. Do TV Adverts affect your decision to buy things (a) Somewhat (b) No (c) Yes
4. Do you look for branded goods when shopping (a) Somewhat (b) No (c) Yes
5. Have you recently bought something advertised on TV (a) Somewhat (b) No (c) Yes
6. Do you believe that TV adverts have effects on peoples buying decision (a) Somewhat (b) No (c) Yes
7. Do you believe the information provided in TV adverts (a) Somewhat (b) No (c) Yes
8. Do you believe that TV adverts exaggerates the value of products/services (a) Somewhat (b) No (c) Yes
9. Is the use of Stars effective in TV Adverts (a) Somewhat (b) No (c) Yes
10. Do your family members decision have effect on your decision (a) Somewhat (b) No (c) Yes
11. Do TV adverts save your time and efforts to look after products (a) Somewhat (b) No (c) Yes
12. Which TV adverts are more effective? (a) Somewhat (b) No (c) Yes