

Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers

Ali Hassan

MS MARKETING,
Institute of Business & Management (IB&M),
University of Engineering & Technology (UET) Lahore, Pakistan

Copyright © 2015 ISSR Journals. This is an open access article distributed under the *Creative Commons Attribution License*, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

ABSTRACT: Television (TV) advertisement is considered one of the most effective medium to influence the purchase decision of consumers. This study aims to answer the question that whether the residential background of consumers i.e. rural and urban has a varying effect on the buying decision due to the television advertisements. This study also compares the effect of TV advertisements among the males and females. The data was obtained from the general public of Gujranwala city and its nearby villages. A sample of 400 questionnaires were circulated and out of these 302 responses recorded and compared. Results indicated that rural residents like the TV advertisements more than urban residents. It was also 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.

KEYWORDS: advertising, consumer, females, males, rural, television, TV, urban.

1 INTRODUCTION

Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. (Guolla, 2011) In olden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand. In developing countries where majority of the population live in remote areas; the effects of Television (TV) advertisement are very much high. In these areas TV advertisement enhances the satisfaction level of those products and they prefer to buy that one. (Vinod Kumar Bishnoi, 2009)

Celebrity attachment is one of the factors that heavily influence the buyer of the product. Advertising plus famous celebrity involvement promotes and raises the awareness of your product in the minds of the potential customers and also definitely influences the purchases of your product. No doubt that today most of the organizations spend huge amount of dollars to create marketing messages just to place their products and services. Here the question arises that which medium should we use to address the market; newspapers, social networking websites, billboards, brochures or television. If we use television as a medium by incurring high then it would be worthwhile or not and how people would perceive it? But there is one thing that must be remembered that your advertisement must be effective as well. As an effective advertisement can only meet your objectives and can boost up your sales. And for this purpose the medium of TV is considered as the most effective as it can reach the maximum audience with efficient cost.

In this era of uncertainty organizations and industries are very much serious about advertising their products and services. And this is also a reality that nowadays those organizations are successful who have already defined their objectives

and goals and also evaluated the degree of meeting to those goals. Therefore advertising companies are always devoted to assess the efficiency of their advertising in different mediums, chiefly TV advertisement. The foremost objective of this study is to check that how Television advertisements affect the purchase of the consumers. This study aims to understand the relationship between advertising and consumer buying behavior. We examine that whether it is successful in both gender groups; man and woman. This study also compares the effectiveness of TV advertisement in consumers of their different residential places i.e. rural and urban areas of District Gujranwala.

2 LITERATURE REVIEW

Today organizations and different companies are investing huge amount in different mediums like radio, magazines, newspapers, television and so forth. Ansari and Joloudar (2001) investigate 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. (Ansari & Joloudar, 2011)

In India advertising is a billionaire industry. It is considered one of the fastest growing industries as well. Bishnoi and Ruchi (2009) noted the influence of male and female teenagers of Haryana (District in India) to know the impact of television advertisement on them. For this purpose they used multistage sampling method; they took four districts of Haryana including some urban areas near to them. They distributed '1000' questionnaires among the respondents. Where '866' questionnaires were best suited for the analysis. They found that there is no major difference in liking the television advertisement between male and female youngsters. 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. (Vinod Kumar Bishnoi, 2009)

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. And when they have weak connection their purchase objective is increased with various endorsements (Jasmina Ilicic & Webster, 2011).

In this paper the author tries to explain the different factors that influence the customer purchase intention of specifically UHT milk. This research is conducted in five major cities of Pakistan by almost 400 respondents. The technique which was used is systematic probability sampling technique and responses were collected from structured questionnaires. Outcome of the research showed that, due to excellence features publicized in TV advertisements of manufactured goods, shopper purchase aim' can be amplified. At the same time it was also concluded that the entertaining celebrity association, content reliability of product or service exposed in TV advertisements, useful advertisement repetition is positively connected with consumer buying intentions. In adding up to this, product ease of access information, touching appeal, and successful communication theme are the mainly individual significant elements influencing this purchase intention. Data analysis was carried out with data of the TV advertisement viewers from Karachi, Lahore, Islamabad, Faisalabad and Multan (five major cities of Pakistan). The companies are experiencing an intense competition and unable to entice their customers. Focusing on these aspects of ads help the promoters to make their ads more eye-catching and achieving the all-important goal of purchase intention (Siddiqui, 2014)

Advertising is a medium projected to power an audience (viewers, readers or listeners) to buy or catch some deed in the lead for products, information or services etc. The buying method is an assessment – making process under hazard. This article illustrated the connection among self-regulating variables which are "emotional response with attitudinal and behavioral aspect of consumer buying behavior" by analyzing the responses of 110 respondents. The vital purpose of this study is to review the power of advertising through attitudinal buying actions of shopper (male & female) and also to look at the influence of advertising among males and females.

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)."

Several studies and researches are being conducted on assessing consumer buying behaviour. And when we talk about the Middle East countries we came to know that a major portion of the community lives in rural areas. And so as India; a study was conducted in Indian rural areas to assess the consumer buying behaviour towards durable goods. This study was conducted on the district 'Guntur' and survey Questionnaire technique was used for collecting the responses from the rural residents. It was concluded from this study that majority of the rural residents are now becoming brand conscious and they prefer to buy branded goods. From the findings it was concluded that about 45% of the people collectively shop for the products with their family members. And it was also concluded that rural consumers are now becoming prudent and they give importance to the marketing channels that spread different marketing messages in the community but they give high importance to word of mouth (Kishor, 2014).

3 RESEARCH OBJECTIVES

3.1 RESEARCH QUESTION

This study aims to understand the relationship between TV advertising and consumer buying behavior. We examine that whether it is successful by their fancy and glamorous TV advertisement in attracting the attention of customers of both genders and both residences i.e. rural and urban or not?

3.2 SIGNIFICANCE OF STUDY

This study will help the industry to analyze the effectiveness of their TV advertisements and will be able to evaluate that how the corporate sector and advertising agencies can improve to attract the major portion of the population. This study is unique because no one has conducted such type of research in Pakistan.

4 RESEARCH METHODOLOGY

4.1 RESEARCH MODEL AND HYPOTHESES

Survey research method was used for the study. The district Gujranwala was selected for completing the study. All the popular villages nearby to Gujranwala were involved in the study. A total of 400 questionnaires were circulated among the respondents. Out of these 302 were considered fit for the analysis. 151 responses were obtained from the rural areas and 151 from urban areas

A total of 300 questionnaires (100 in each administrative division) were circulated among the respondents.

H0: There is no difference among males and females consumers regarding the influence of TV advertisements that affects their buying behaviour.

H1: There is a significant difference among males and females consumers regarding the influence of TV advertisements that affects their buying behaviour.

H0: There is no difference among urban and rural consumers regarding the influence of TV advertisements that affects their buying behaviour.

H2: There is a significant difference among urban and rural consumers regarding the influence of TV advertisements that affects their buying behaviour.

4.2 RESEARCH METHODOLOGY

Based on the literature assessment and the study design, a questionnaire was geared up comprising up of two sections. The initial section reports the respondent's demographic data and the other part was intended to test the hypotheses based on the issue consumer buying behaviour. Researchers have already done such type of study in India and the questionnaire was actually adopted from the research paper written by (Vinod Kumar Bishnoi, 2009).

The questionnaires were completed by different individuals having different ages, different academic and professional backgrounds. The questionnaires were fairly distributed among males and females and also among dissimilar housing backgrounds i.e. rural and urban respondents. A complete due care was maintained while taking the responses from the respondents.

The data for urban residents was collected from Gujranwala main city and the data for rural respondents was collected from the villages nearby to the district. The villages were Adhorai, Kalasky, Pipnakha, Ladhe wala waraich, Chandiala, Shera Kot, Hardupur and Dogran wala.

As already mentioned; that 400 questionnaires were circulated among the respondents. Out of these 302 were considered fit for the analysis. Extra information is given in Table 1 and 2.

Table 1. Characteristics of the Sample

Demographic Variables	Categories	Residential Backgrounds		Total
		Rural	Urban	
Gender	<i>Male</i>	99	53	152
	<i>Female</i>	52	98	150
Age (In years)	<i>16---24</i>	34	128	162
	<i>25---35</i>	77	16	93
	<i>More than 35</i>	40	7	47
Education (As per class)	<i>Under Matric</i>	2	5	7
	<i>Matric</i>	3	7	10
	<i>Intermediate</i>	21	68	89
	<i>Bachelor</i>	62	27	89
	<i>Master</i>	37	39	76
	<i>Post Graduate</i>	26	5	31
Total		151	151	302

The questionnaire was very much comprehensive as only 14 dependent variables (Table-2) were selected; addressing the issue related 'consumer buying behaviour'. The responses were recorded on 5-point Likert scale.

The technique of **Independent Sample T-Test** was used to measure the above mentioned hypothesis. The dependent variables were tested against the Nominal variables; Gender and Residence separately. The **Reliability test** was also performed before applying any other statistical technique. And the Cronbach's Alpha value that came up was **0.951** which is considered quiet good to move on.

Table 2. Short Descriptions of Variables

Variable no.	Short Description
1	Liking of TV advertisements.
2	Want products seen.
3	Frequency of purchase.
4	Involvement in purchasing.
5	Purchase products shown.
6	Make the purchasing easier.
7	Started experimenting new products.
8	Engagement in the process of buying.
9	Demand for purchase is influenced.
10	Feel good when watch the ad of product already using.
11	Find the best products.
12	Buy for enjoyment though do not need.
13	Family members collectively decide.
14	Quality as expected.

5 FINDINGS

As already stated in the research methodology that the scale used here was actually adopted by the researchers in India who have already conducted the similar type of research

(Vinod Kumar Bishnoi, 2009), there was only one concern linked to consumer buying behaviour was measured. Likewise these variables were selected for this study and analyzed.

Table 3. Summary of Independent Sample T-test and Mean values for the Dependent Variables on the basis of Gender

Sr. no.	Dependent Variables	Mean Values		t-value	Sig.
		Male	Female		
1	Liking of TV advertisements.	3.69	4.15	-3.357	.001
2	Want products seen.	3.57	3.86	-2.128	.034
3	Frequency of purchase.	3.65	3.99	-2.536	.012
4	Involvement in purchasing.	3.59	3.65	-.390	.697
5	Purchase products shown.	3.57	3.49	-.589	.557
6	Make the purchasing easier.	3.67	3.86	-1.408	.160
7	Started experimenting new products.	3.43	3.56	-.842	.400
8	Engagement in the process of buying.	3.62	3.54	.543	.588
9	Demand for purchase is influenced.	3.58	3.50	.595	.552
10	Feel good when watch the ad of product already using.	3.70	3.96	-2.058	.040
11	Find the best products.	3.55	3.56	-.099	.921
12	Buy for enjoyment though do not need.	3.34	2.96	2.275	.024
13	Family members collectively decide.	3.61	3.02	4.087	.000
14	Quality as expected.	3.44	2.81	3.961	.000

Table 4. Summary of Independent Sample T-test and Mean values for the Dependent Variables on the basis of Residence

Sr. no.	Dependent Variables	Mean Values		t-value	Sig.
		Urban	Rural		
1	Liking of TV advertisements.	3.66	4.18	-3.867	.000
2	Want products seen.	3.36	4.06	-5.389	.000
3	Frequency of purchase.	3.73	3.90	-1.264	.207
4	Involvement in purchasing.	3.37	3.88	-3.714	.000
5	Purchase products shown.	3.15	3.92	-5.534	.000
6	Make the purchasing easier.	3.47	4.05	-4.514	.000
7	Started experimenting new products.	3.01	3.97	-6.851	.000
8	Engagement in the process of buying.	3.17	3.99	-5.959	.000
9	Demand for purchase is influenced.	3.20	3.88	-4.877	.000
10	Feel good when watch the ad of product already using.	3.70	3.96	-1.966	.050
11	Find the best products.	3.27	3.84	-4.064	.000
12	Buy for enjoyment though do not need.	2.54	3.76	-8.023	.000
13	Family members collectively decide.	2.83	3.80	-7.010	.000
14	Quality as expected.	2.56	3.69	-7.466	.000

The results of the Independent sample T-test revealed that there is a significant relationship in the views of liking the TV advertisement among males and females as ($t=-3.357$, $p\leq.001$) (Table 3). In simple words we can say that females ($M=4.15$, $SD=.96$) (Table 3) like the advertisement more than males ($M=3.69$, $SD=1.36$) (Table 3). Similarly there is also a significant difference in the views of liking the TV advertisement among rural and urban individuals. Rural individuals ($M=4.18$, $SD=1.13$) (Table 4) like the TV advertisement more than urban individuals ($M=3.66$, $SD=1.21$) (Table 4). Independent sample T-test portrays that rural people like TV advertisement more than urban citizens as ($t=-3.867$, $p\leq.000$) (Table 4).

Interesting results came up through this study; the tests revealed that female individuals ($p \leq .034$) (Table 3) and rural residents ($p \leq .000$) (Table 4) want products seen in TV ads. Females believe that the TV advertisements have increased their frequency of purchase ($p \leq .012$) (Table 3) while no significant difference was found among the urban and rural individuals ($p \geq .207$) (Table 4). Likewise females ($p \leq .040$) (Table 3) and rural residents ($p \leq .000$) (Table 4) both sense good when they look at the ad of the product they are by now using.

Females are on the view that they do not purchase the product that they do not require ($M=2.96$) (Table 3) while males sometimes do ($M=3.34$) ($p \leq .024$) (Table 3). They also report that the quality of the product is not as like it is shown in advertisement ($p \leq .000$) (Table 4). While rural residents purchase the product even if they do not require them ($p \leq .000$) (Table 4); rural resident show agreeing effect on this parameter ($M=3.76$) (Table 4) while urban residents show disagreeing effect ($M=2.54$) (Table 4) with significant value. Rural residents report that the quality of the product is also good as we are expecting from the TV advertisements while urban citizens are on the opposite view ($p \leq .000$) (Table 4).

This study also revealed that TV advertisement has a dominating effect on the buying decision in the family as they collectively decide products to be purchased through the TV ad exposure. Males show a quiet positive response on this statement than their female counterparts ($p \leq .000$) (Table 3) and so as the rural residents ($p \leq .000$) (Table 4); Mean value for the rural residents also displays the same agreeing effect ($M=3.80$) (Table 4) and disagreeing effect for urban residents ($M=2.83$) (Table 4).

From the Table 3 we can see that the variables other than the reported above on the basis of gender show insignificant differences. They do not vary much on the other variables and show similar responses. Whereas the table 4 portrays very interesting results and much of the variables show significant differences between urban and rural residents.

It is evident from the tests and mean scores that rural residents show highly positive responses and they engage in the process of buying behaviour with much keen and interest. TV advertisements influence their buying decisions with significant value.

The result of the independent sample T-test discloses that TV advertisements help the males and females in finding the best product to be purchased and there is no significant difference found between the responses of the both genders ($p \leq .921$) (Table 3). Further there is a significant difference found in the responses of this parameter on the basis of areas of residence ($p < .000$) (Table 4). Rural residents show more agreeing effect ($M=3.84$) (Table 4) on this parameter than urban residents (3.27) (Table 4).

6 CONCLUSION

The study 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.

7 FURTHER RESEARCH GUIDELINES

This study was completed by considering the two dimensions residential backgrounds i.e. rural and urban and gender groups i.e. males and females. Further research can be conducted by considering the all well-liked dimensions that affect the consumer buying behaviour. This study was conducted on only one major city of Pakistan i.e. Gujranwala. Further study can be done by involving more sampling frame at national or international level.

REFERENCES

- [1] Ansari, M. E., & Joloudar, Y. E. (2011). An Investigation of TV Advertisement Effects on Customers' . *International Journal of Marketing Studies* , 175-181.
- [2] Guolla, G. B. (2011). CONSUMER BEHAVIOUR AND TARGET AUDIENCE DECISIONS. In *Advertising & Promotion: An Integrated Marketing Communications Perspective, with Connect Access Card Fourth* .
- [3] Jasmina Ilicic, C. M., & Webster. (2011). Effects of multiple endorsements and consumer–celebrity attachment on attitude and purchase intention. *Australasian Marketing Journal (AMJ)* , 19 (4), 230-237.
- [4] Keller, K. L. *Strategic Brand Management* (Third ed.).
- [5] Kishor, D. N. (2014). Rural Consumer behaviour towards Consumer Durable goods in India. *International Journal of Advance Research in Computer Science and Management Studies* , 2 (3), 1-14.
- [6] Pankaj Birla, R. K. (2010). Television advertisements and children's buying behaviour. *Journal of Marketing Practice: Applied Marketing Science merged into Marketing Intelligence & Planning* , 28 (2).
- [7] Raju, D. D. (2013). The Role of Advertising in Consumer Decision Making. *IOSR Journal of Business and Management (IOSR-JBM)* , 14 (4) , 37-45.
- [8] Siddiqui, A. N. (2014). Tv Ads impact on Consumer Purchase Intention. *International Conference on Marketing*.
- [9] Vinod Kumar Bishnoi, R. S. (2009). The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers. *JK Journal of Management & Technology* , 1 (1), 65-67.