EFFECT OF TV ADVERTISEMENT ON CONSUMER PURCHASE INTENTION

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Abstract

In this digital era the advertisement is considered as a most important tool to attract the attention of the customer. It also play a vital role to remind, introduce and convince the customer to buy the product. The main objective of this study is to investigate the responsible advertisement features which influence customer purchase intention. In this study Quantitative and Qualitative research approaches are used. This research is conducted in different areas of Karachi, Pakistan with the sample size of 110 respondents selected by the convenience sampling technique and responses were collected with the help of close ended questionnaires. For this purpose eight independents variables was selected (i.e. Brand Packaging/Color, Brand Logo, Brand Image, Dance and Songs, Celebrity Trustworthiness, Celebrity Physical Attractiveness, Celebrity Expertise and Message Concept/theme) and customer purchase intention was the dependent variable. Regression analysis were applied using SPSS 18. The results showed that matching of celebrity image with brand, celebrity`s physical attractiveness and good theme in advertisement has significant impact on the customer purchase intention on other hand, association between celebrity and advertisement, celebrity trustworthiness, brand color, dance, music and songs have negative impact on customer purchase intention. This

study help us to understand the significance of TV Advertisement and its impact on customer purchase intention. it is also beneficial for all companies that want to promote their products through this medium.

Keywords: TV Advertisement, Celebrity endorser, Brand color, Music and Songs, Message concept, Message theme

INTRODUCTION

In the modern world of today, advertising is taken a much more influential method of establishing contact with the customers. It is now an important part of our business. advertisement is an art that have profound impact on customers through paid non personal presentation to purchase the product. C.L Bolling has defined advertising in the following words, "Advertising can be described as an art of creating a demand for an article or a service. According to Jones, "Advertising is a root of machine made mass production method of selling which supplements the voice and personality of the individual seller." Effective advertisement through electronic media should be based on varieties, quality and attractivity (Khan & at, 2016). The primary purpose of advertising is to have impact on individuals or a group to deal with some serious actions for the sake of organization (Ryans, 1996).

According to the Houston Chronicle, there are two types of advertising in which first is informational and second is transformational and both are effectively used to increase customer buying intention. According to (sikhwal, 2017) by these types of advertisement the public attention are moved toward product specially by paid announcement.

After reviewing the literature, the impact of advertising on the consumer buying behavior, it was found that various research have been done on this topic in different countries even in Pakistan but no study was undertaken specifically in Karachi. This implies that there was a need to understand the consumer buying behavior and the impact of advertisement on the consumer purchase intention in different areas of Karachi.

LITERATURE REVIEW

Advertisement

Advertising is a remunerated-form of non-personal presentation of both product and services to group of persons by a specific promoter. Advertisement gives awareness to the customer about the product. The main objective of advertisement is to influence on the bahavior of customers and this behavior is the process by which a customer select, buy, evaluate and used the product

or service to satisfy the needs or wants (Hasan, 2015). Now a day every company want to get highest market shares and for that purpose the advertisement is the main source to achieve this target (Hameed, 2014). Advertisement is the most important medium for reaching customer and also most effective for introducing brand (bisht, 2013).

Customer Purchase Intention

Advertisement has a psychological effect on the customer and purchase intention (Senthikumar & at, 2017). In the past era the purpose of advertising was to increase sales but now its purpose is to provide customer service as well as change the purchase intention, behavior and knowledge (gharibi & at, 2012). Now customer has become more conscious about brand and its elements which effects its purchase intention (Ali & at, 2017). A customer perceives the information by watching advertisement through his sense, perception, attention, memory, reasoning, language etc. which effect customer purchase intention (jakstiene & at, 2008). Customer purchase intention is related to the rational behavior of the customer or purchase intention is the customer will to purchase brand and carry on its use (danish & at, 2016).

Brand Elements

Brand/Packaging color: The best advertisement is that which stimulates customers desire and excitement and the brand color which are used in TV advertisement is the main thing to do this. The product packaging have a great influence on the purchase intention of the customer and the color of the packaging is the most important and significance feature of the product (ahmed & at, 2012).

Brand logo: Brand logo is the most important part of your business success because customers keep their eyes on the way you brand and market yourself including design of logo, which is an example of your good work. It is important that a customer are aware about your brand elements identity such as name, logo and tagline which help in better positioning and logo are the way by which a brand is communicate to the global market (cheema & at, 2016).

Brand image: Brand image is the opinion which a customer has about the brand, brand image does not depend the technologies, characteristics of the product it is correlated by the marketing activities (Ali & at, 2017). When a customer want to purchase goods and the first brand name came in the mind of the customer its means that product has a good brand awareness and image. customer purchase intention influenced if a product has a high brand awareness and image. (Chi & at, 2009)

Dance and songs: There is a approach to capture the attention of the customers is through the use of exciting request in advertisements and the Music is one example of this type of request.

Various music methods can stimulate different feelings in people, and connections to a song is the good associations with a product or organization (jillson, 2014).

Figure 1. Conceptual Framework
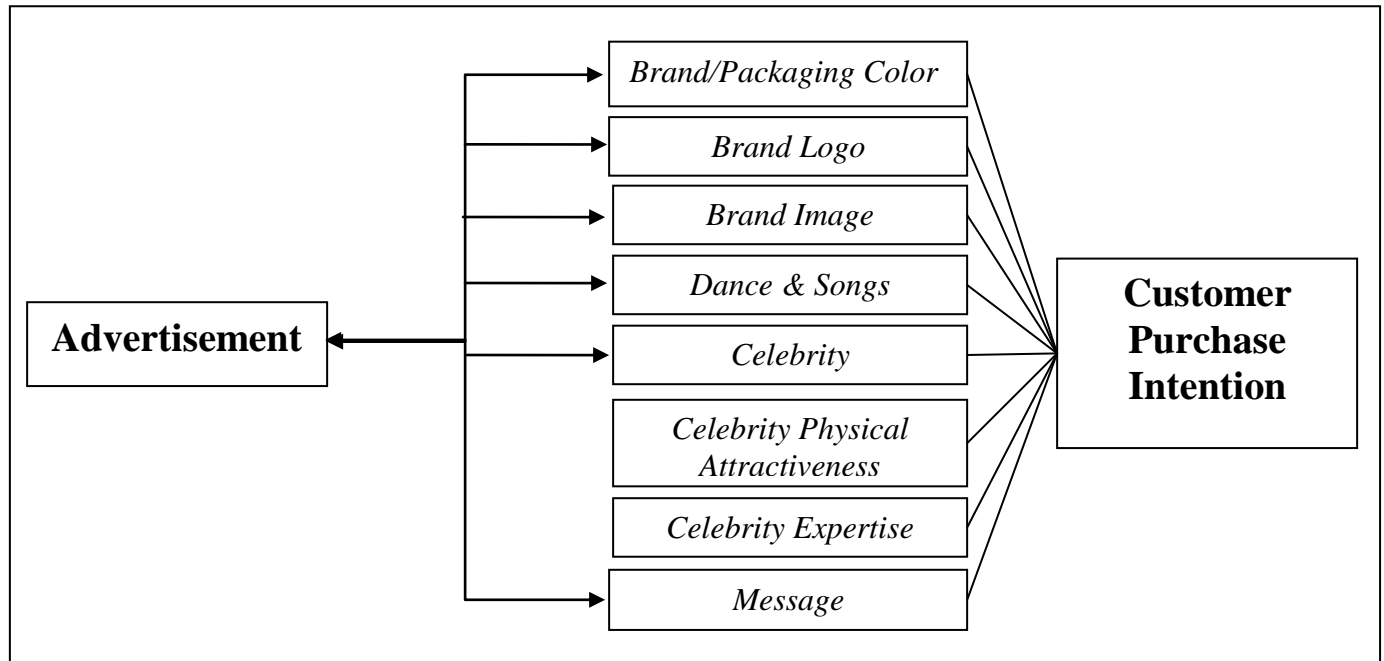
Celebrity Endorser

According to Friedman "celebrity endorser is an individual who is known by the public for his or her achievement in areas other than that of the product class endorser." It is the form of advertising in which famous and reputed person use their social status to promote a goods and services. The main purpose of advertisement is to aware customer about the product and arouse interest in the mind of customer for this purpose the advertiser use different market techniques in which Celebrity endorser is the very influential technique to promote the product (Ahmed & at, 2012). Some person ignore all the commercials and advertisement but when there is a celebrity in a advertisement so people watch it. So it can be said that celebrity is the different from the general public and get a higher level of public awareness (zafa).

Message Theme/Concept

Message effectiveness/concept have the psychological impact on the customer mind as well as customer purchase intention. If the message of advertisement is effective and conceptual so it has positive impact on brand image as well as purchase intention (Raji & at, 2014).

Research Questions

This study was done to explore the answer to the following research questions (RQ):

RQ1: Does Brand Packaging/Color has significant effect on customer purchase intention.?

RQ2: Does Brand Logo has significant effect on customer purchase intention.?

RQ3: Does Brand Image has significant effect on customer purchase intention.?

RQ4: Does Dance and Songs has significant effect on customer purchase intention.?

RQ5: Does Celebrity Trustworthiness has significant effect on customer purchase intention.?

RQ6: Does Celebrity Physical Attractiveness has significant effect on customer purchase intention.?

RQ7: Does Celebrity Expertise has significant effect on customer purchase intention.?

RQ8: Does Message Theme/Concept has significant effect on customer purchase intention.?

Null Hypotheses

H_{o1}: There is no significant effect of Brand Packaging/Color on customer purchase intention.

H_{o2}: There is no significant effect of Brand Logo on customer purchase intention.

H_{o3}: There is no significant effect of Brand Image on customer purchase intention.

H_{o4}: There is no significant effect of Dance and Songs on customer purchase intention.

H_{o5}: There is no significant effect of Celebrity Trustworthiness on customer purchase intention.

H_{o6}: There is no significant effect of Celebrity Physical Attractiveness on customer purchase intention.

H_{o7}: There is no significant effect of Celebrity Expertise on customer purchase intention.

H_{o8}: There is no significant effect of Message Theme/Concept on customer purchase intention.

Alternative Hypotheses

H_1: There is a significant effect of Brand Packaging/Color on customer purchase intention.

H_2: There is a significant effect of Brand Logo on customer purchase intention.

H_3: There is a significant effect of Brand Image on customer purchase intention.

H_4: There is a significant effect of Dance and Songs on customer purchase intention.

H_5: There is a significant effect of Celebrity Trustworthiness on customer purchase intention.

H_6: There is a significant effect of Celebrity Physical Attractiveness on customer purchase intention.

H_7: There is a significant effect of Celebrity Expertise on customer purchase intention.

H_8: There is a significant effect of Message Theme/Concept on customer purchase intention.

RESEARCH METHODOLOGY

Research Design

In this study we used explanatory research design. Qualitative and Quantitative research approach are used. In this study, analysis of regression is applied to check the effect of TV advertisement (i.e. Brand Packaging/Color, Brand Logo, Brand Image, Dance and Songs, Celebrity Trustworthiness, Celebrity Physical Attractiveness, Celebrity Expertise, Message Concept) on the customer purchase intention.

Population and Sampling

The Population consists of people of Pakistan who watch TV advertisement. In the context of the different areas of Karachi with a sample size of 110 questionnaires. Convenience sampling is used in this study.

Table 1. Sample Size Division

Areas	Male	Female	Respondents
Gulshan	6	3	9
Malir	4	3	7
Gulshan-e-Maymar	5	3	8
Nazimabad	5	3	8
Clifton	3	4	7
Defance	3	3	6
Shah Faisal Colony/Green Town	15	16	31
Johar	2	3	5
Askari 4	3	3	6
FB Area	3	2	5
Landhi	3	2	5
Abbas Town	4	3	7
PIA Town ship	5	1	6
Total	**61**	**49**	**110**
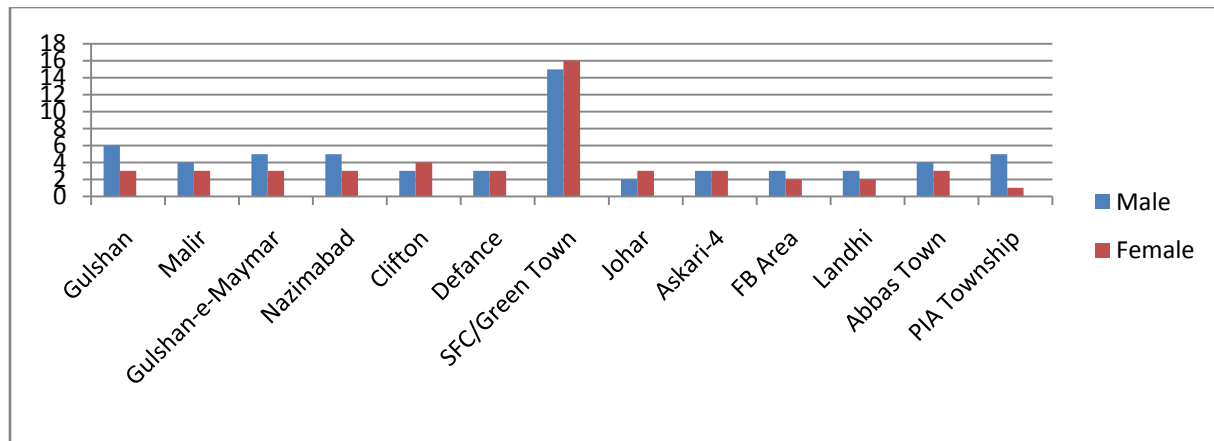
Empirical Model

$$Y = C + Bx_1 + Bx_2 + Bx_3 + Bx_4 + Bx_5 + Bx_6 + Bx_7 + Bx_8 + E_t$$

Where,

Y = customer purchase intention

C = intercept

B = slope

X_1 = Brand Packaging/Color

X_2 = Brand Logo

X_3 = Brand Image

X_4 = Dance and Songs

X_5 = Celebrity Trustworthiness

X_6 = Celebrity Physical Attractiveness

X_7 = Celebrity Expertise

X_8 = Message Concept

E_t = error term

## Data Collection and Analysis

Primary data are collected through the close ended questionnaires from the 110 respondents of different areas of Karachi. Responses were collected with the help of close ended questionnaire.. The impact of eight independent variables (i.e. Brand Packaging/Color, Brand Logo, Brand Image, Dance and Songs, Celebrity Trustworthiness, Celebrity Physical Attractiveness, Celebrity Expertise, Message Concept) were shown on customer purchase intention and all variables were measured on the five point Likert scale which tell us that how the respondent strongly agrees or disagrees with the statement stated in questionnaire. For data analysis, SPSS 18 were used.
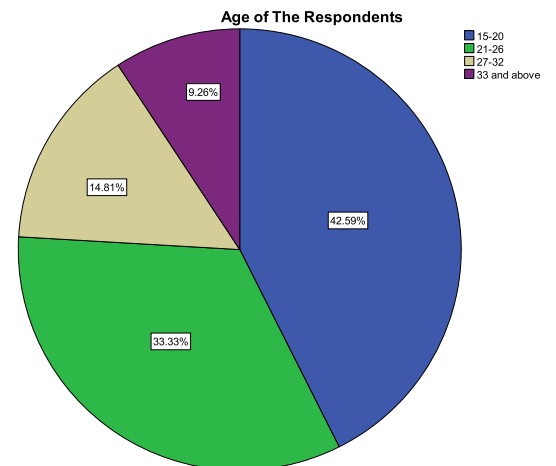
FINDINGS

Descriptive Statistics

Gender Of The Respondents

		%	Valid %	Cumulative %
Valid	Male	64.8	64.8	64.8
	Female	35.2	35.2	100.0
	Total	100.0	100.0	

Gender Of The Respondents
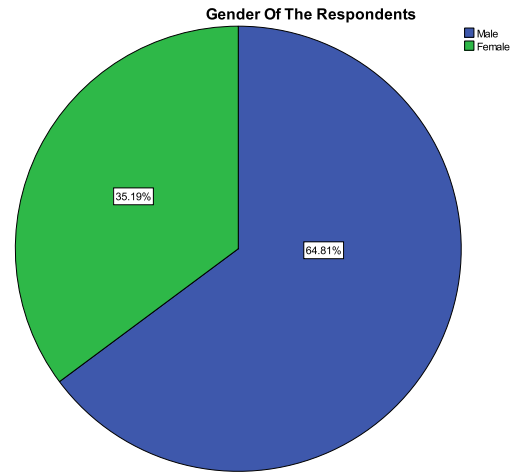
Age of The Respondents

		%	Valid %	Cumulative %
Valid	15-20	42.6	42.6	42.6
	21-26	33.3	33.3	75.9
	27-32	14.8	14.8	90.7
	33 and above	9.3	9.3	100.0
	Total	100.0	100.0	

Age of The Respondents

Education Of The Respondents

		%	Valid %	Cumulative %
Valid	Intermediate	44.4	44.4	44.4
	Bachelor	48.1	48.1	92.6
	Masters and Above	7.4	7.4	100.0
	Total	100.0	100.0	

Education Of The Respondents
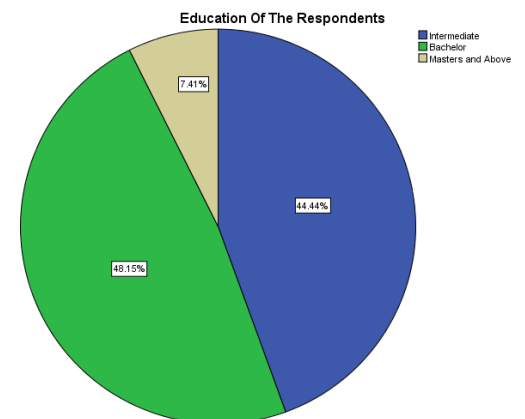
Income Of The Respondents

		%	Valid %	Cumulative %
Valid	10,000-19,000	35.2	35.2	35.2
	20,000-29,000	27.8	27.8	63.0
	30,000 and above	37.0	37.0	100.0
	Total	100.0	100.0	

Income Of The Respondents

- 10,000-19,000
- 20,000-29,000
- 30,000 and above

37.04% 35.19% 27.78%
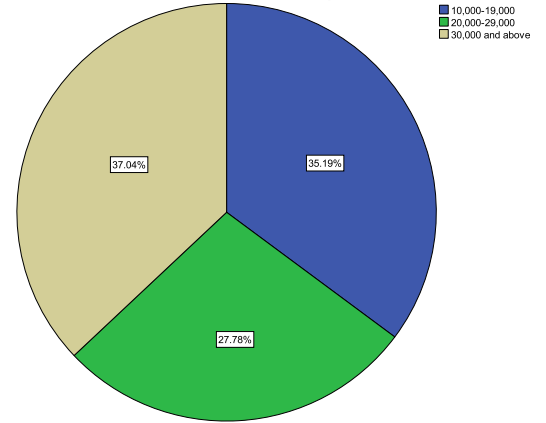
Marital Status Of The Respondents

		%	Valid %	Cumulative %
Valid	Single	79.6	79.6	79.6
	Married	20.4	20.4	100.0
	Total	100.0	100.0	

Marital Status Of The Respondents

- Single
- Married

20.37% 79.63%
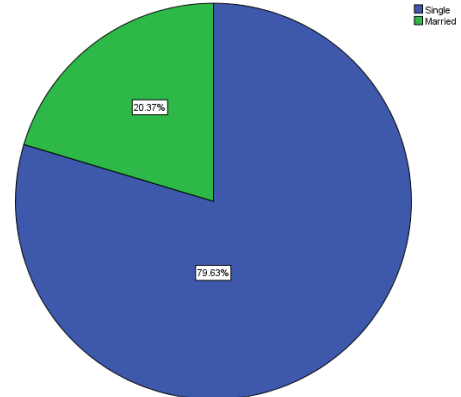
Usually you get information about the new product by watching advertisement on TV

		%	Valid %	Cumulative %
Valid	Strongly Disagree	5.6	5.6	5.6
	Disagree	3.7	3.7	9.3
	Neutral	22.2	22.2	31.5
	Agree	55.6	55.6	87.0
	Strongly Agree	13.0	13.0	100.0
	Total	100.0	100.0	

Usually you get information about the new product by watching advertisement on TV

- Strongly Disagree
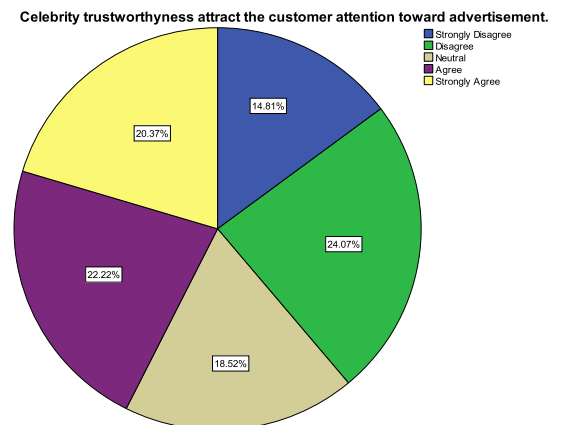- Disagree
- Neutral
- Agree
- Strongly Agree

5.56% 3.70% 22.22% 55.56% 12.96%
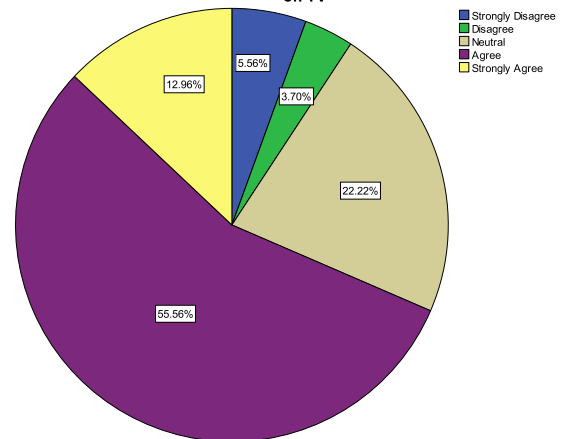
There is an association between celebrity and product advertised

		%	Valid %	Cumulative %
Valid	Strongly Disagree	3.7	3.7	3.7
	Disagree	11.1	11.1	14.8
	Neutral	31.5	31.5	46.3
	Agree	37.0	37.0	83.3
	Strongly Agree	16.7	16.7	100.0
	Total	100.0	100.0	
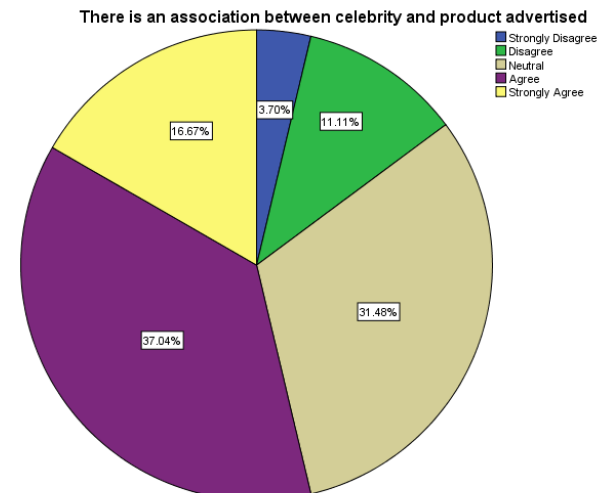
There is an association between celebrity and product advertised

Celebrity trustworthiness attract the customer attention toward advertisement.

		%	Valid %	Cumulative %
Valid	Strongly Disagree	14.8	14.8	14.8
	Disagree	24.1	24.1	38.9
	Neutral	18.5	18.5	57.4
	Agree	22.2	22.2	79.6
	Strongly Agree	20.4	20.4	100.0
	Total	100.0	100.0	

Celebrity trustworthyness attract the customer attention toward advertisement.

Celebrity`s Physical attractiveness attract the customer attention toward advertisement

		%	Valid %	Cumulative %
Valid	Strongly Disagree	11.1	11.1	11.1
	Disagree	9.3	9.3	20.4
	Neutral	18.5	18.5	38.9
	Agree	31.5	31.5	70.4
	Strongly Agree	29.6	29.6	100.0
	Total	100.0	100.0	

Celebrity`s Physical attractiveness attract the customer attention toward advertisement
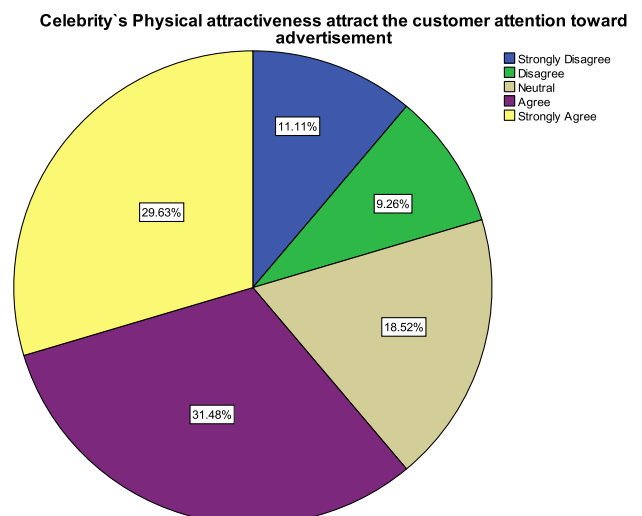
Celebrity`s expertise attract the customer attention toward advertisement

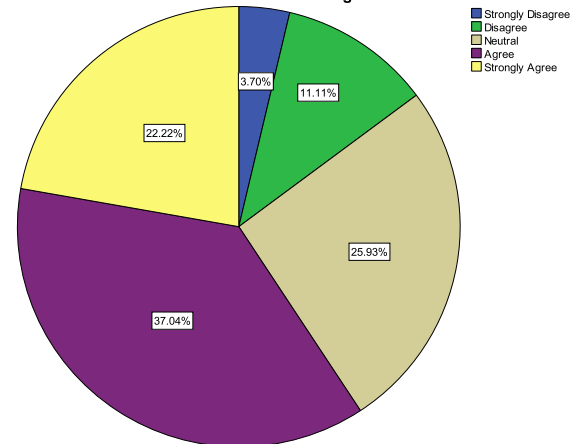|		%	Valid %	Cumulative %
Valid	Strongly Disagree	5.6	5.6	5.6
	Disagree	24.1	24.1	29.6
	Neutral	22.2	22.2	51.9
	Agree	37.0	37.0	88.9
	Strongly Agree	11.1	11.1	100.0
	Total	100.0	100.0	

Celebrity`s experties attract the customer attention toward advertisement
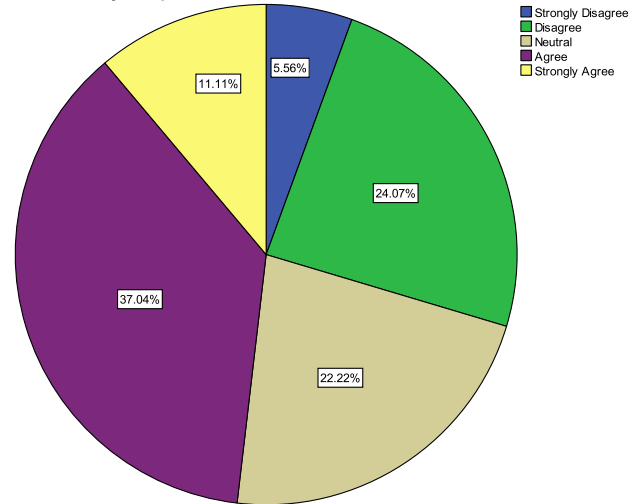
There should be match between image of celebrity and with the brand he/she is endorsing

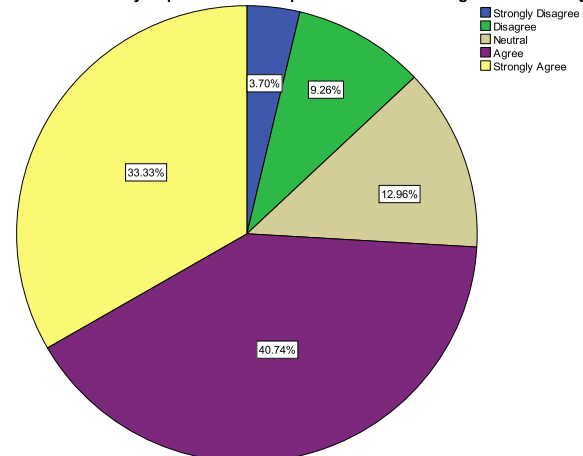|		%	Valid %	Cumulative %
Valid	Strongly Disagree	3.7	3.7	3.7
	Disagree	11.1	11.1	14.8
	Neutral	25.9	25.9	40.7
	Agree	37.0	37.0	77.8
	Strongly Agree	22.2	22.2	100.0
	Total	100.0	100.0	

There should be match between image of celebrity and with the brand he/she is endorsing

In a market you purchase those product which have a good brand image

		%	Valid %	Cumulative %
Valid	Strongly Disagree	3.7	3.7	3.7
	Disagree	9.3	9.3	13.0
	Neutral	13.0	13.0	25.9
	Agree	40.7	40.7	66.7
	Strongly Agree	33.3	33.3	100.0
	Total	100.0	100.0	

In a market you purchase those product which have a good brand image

Brand color influence on your purchase intention

		%	Valid %	Cumulative %
Valid	Strongly Disagree	5.6	5.6	5.6
	Disagree	7.4	7.4	13.0
	Neutral	27.8	27.8	40.7
	Agree	31.5	31.5	72.2
	Strongly Agree	27.8	27.8	100.0
	Total	100.0	100.0	

Brand color influence on your purchase intention
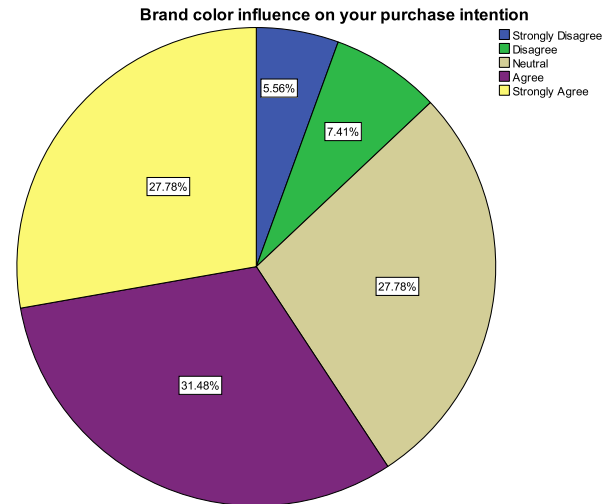
Dance and songs shown in advertisement help to increase sales of the product

		%	Valid %	Cumulative %
Valid	Strongly Disagree	40.7	40.7	40.7
	Disagree	27.8	27.8	68.5
	Neutral	11.1	11.1	79.6
	Agree	11.1	11.1	90.7
	Strongly Agree	9.3	9.3	100.0
	Total	100.0	100.0	

Dance and songs shown in advertisement help to increase sales of the product
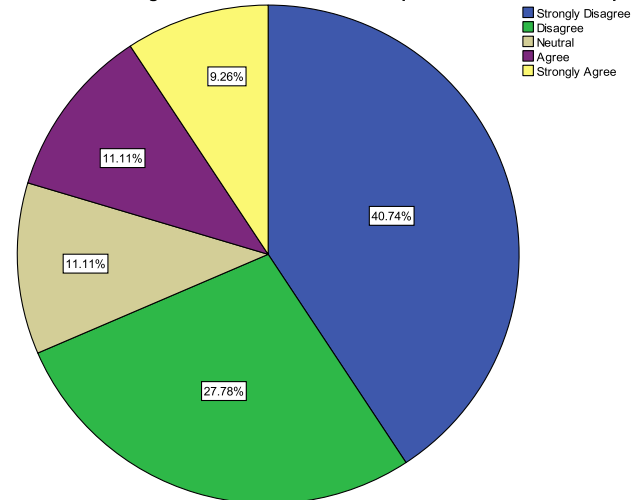
Dance and music in advertisement is liked.

		%	Valid %	Cumulative %
Valid	Strongly Disagree	40.7	40.7	40.7
	Disagree	20.4	20.4	61.1
	Neutral	22.2	22.2	83.3
	Agree	11.1	11.1	94.4
	Strongly Agree	5.6	5.6	100.0
	Total	100.0	100.0	

Dance and music in advertisement is liked.
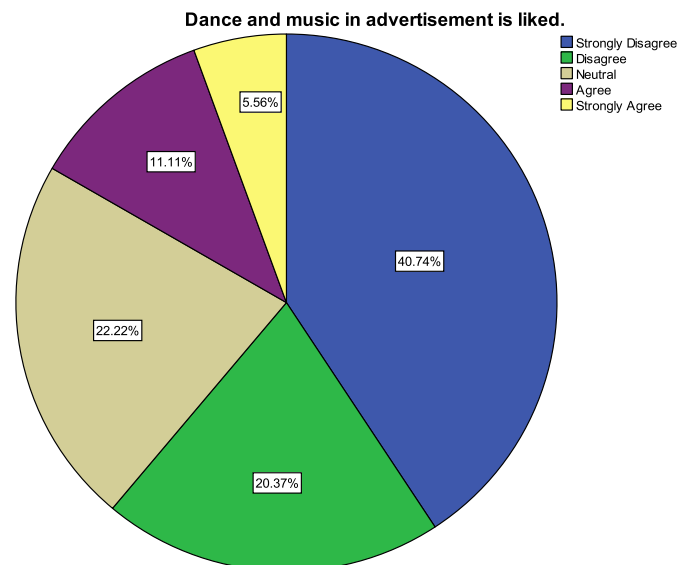
Brand logo attract your attention toward product

		%	Valid %	Cumulative %
Valid	Strongly Disagree	1.9	1.9	1.9
	Disagree	16.7	16.7	18.5
	Neutral	11.1	11.1	29.6
	Agree	37.0	37.0	66.7
	Strongly Agree	33.3	33.3	100.0
	Total	100.0	100.0	

Brand logo attract your attention toward product
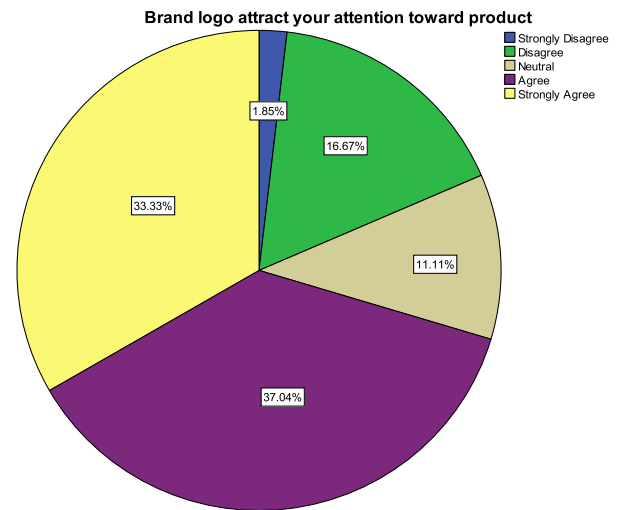
Advertisement help in increasing sale of product

		%	Valid %	Cumulative %
Valid	Strongly Disagree	1.9	1.9	1.9
	Disagree	9.3	9.3	11.1
	Agree	46.3	46.3	57.4
	Strongly Agree	42.6	42.6	100.0
	Total	100.0	100.0	
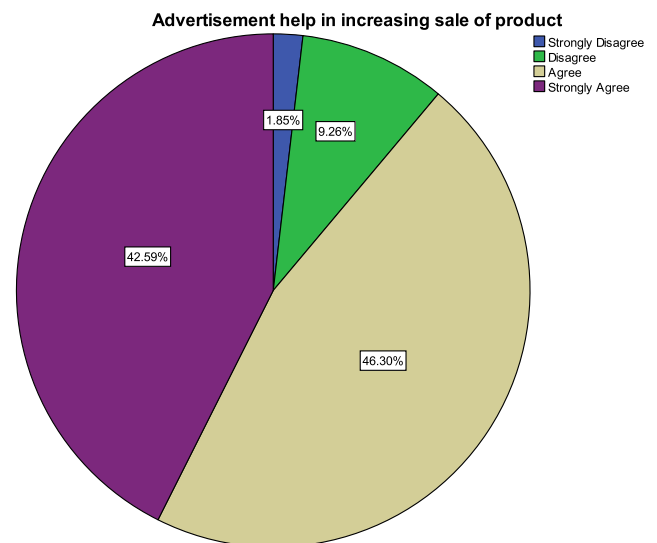
Advertisement help in increasing sale of product

The good concept/theme of advertisement has a positive impact on customer purchase intention

		%	Valid %	Cumulative %
Valid	Strongly Dis.	3.7	3.7	3.7
	Disagree	5.6	5.6	9.3
	Neutral	18.5	18.5	27.8
	Agree	40.7	40.7	68.5
	Strongly Agr.	31.5	31.5	100.0
	Total	100.0	100.0	

The good concept/theme of advertisement has a positive impact on customer purchase intention
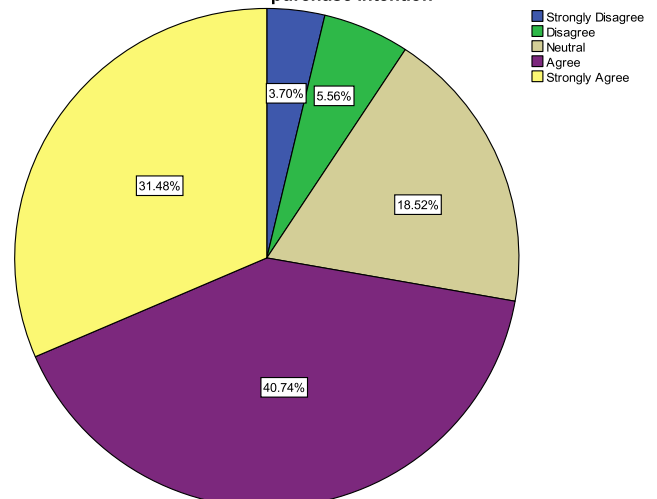
Regression Analysis

The result of linear regression analysis indicate in table 2 that R square is 0.512 which shows that total variation in customer purchase intention brought by the Brand Packaging/Color, Brand Logo, Brand Image, Dance and Songs, Celebrity Trustworthiness, Celebrity Physical Attractiveness, Celebrity Expertise and Message Concept, is about 51.2% which is quite satisfactory. The reason for low R square might be because of smaller sample size and also because of the fact that customer purchase intention does not only depends upon mentioned independent variables and other variables that might influence the customer purchase intention as well.

Table 2. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
dimension0	1 .716	.512	.369	.77258	.512	3.585	12	41	.001	1.941

Moreover, the confidence interval in this study is set for 95%. So the value of alpha was 0.05. the overall significance of the statistical model shown in table 3, as F-Statistics = 3.585>1 indicates that model was significant and is explaining the total variation in the dependent variable is satisfactory.

Table 3. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.676	12	2.140	3.585	.001
	Residual	24.472	41	.597		
	Total	50.148	53			

As in Table 4 Beta Values indicate results that if for every 1 unit increase so how many it will have effect on customer purchase intention.

Table 4. Beta Values

Q1	0.115
Q2	-0.18
Q3	-0.154
Q4	0.233
Q5	0.125
Q6	0.400
Q7	0.080
Q8	0.089
Q9	-0.178
Q10	-0.143
Q11	-0.045
Q12	0.204

Thus as result indicate that celebrity image should be matched with the brand he/she is endorsing has greater effect on customer purchase intention because it is showing 0.400 which is highest value, secondly celebrity`s physical attractiveness has a good impact on the customer purchase intention because it is showing 0.233, third good concept/theme in advertisement has positive effect on customer purchase intention which is showing 0.204 and on the other hand association between celebrity and advertisement, celebrity trustworthiness, brand color, dance, music and songs have negative impact on customer purchase intention.

Table 5. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.414	.843		1.677	.101
	Q1: Usually you get information about the new product by watching advertisement on TV	.117	.130	.115	.900	.373
	Q2: There is an association between celebrity and product advertised	-.017	.122	-.018	-.139	.890
	Q3: Celebrity trustworthiness attract the customer attention toward advertisement.	-.109	.099	-.154	-1.098	.279

Q4: Celebrity`s Physical attractiveness attract the customer attention toward advertisement	.173	.095	.233	1.826	.075
Q5: Celebrity`s experties attract the customer attention toward advertisement	.109	.131	.125	.827	.413
Q6: There should be match between image of celebrity and with the brand he/she is endorsing	.364	.131	.400	2.769	.008
Q7: In a market you purchase those product which have a good brand image	.071	.127	.080	.561	.578
Q8: Brand logo attract your attention toward product	.077	.138	.089	.557	.580
Q9: Brand color influence on your purchase intention	-.154	.114	-.178	-1.351	.184
Q10: Dance and music in advertisement is liked.	-.111	.123	-.143	-.901	.373
Q11: Dance and songs shown in advertisement help to increase sales of the product	-.032	.112	-.045	-.291	.773
Q12: The good concept/theme of advertisement has a positive impact on customer purchase intention	.192	.113	.204	1.696	.097

CONCLUSION

The aimed of this research was to explore the effect of TV advertisement on the customer purchase intention. For this purpose eight independents variables was selected (i.e. Brand Packaging/Color, Brand Logo, Brand Image, Dance and Songs, Celebrity Trustworthiness, Celebrity Physical Attractiveness, Celebrity Expertise and Message Concept) and the dependent variables was customer purchase intention. Based on these variables, eight hypothesis were constructed. Data was collected through a questionnaires from the sample size 110 from the difference areas of Karachi, Pakistan. To test the hypothesis, regression analysis was applied.

The results showed that matching of celebrity image with brand, celebrity`s physical attractiveness and good theme in advertisement has significant impact on the customer

purchase intention on other hand, association between celebrity and advertisement, celebrity trustworthiness, brand color, dance, music and songs have negative impact on customer purchase intention.

This research is particularly focused on TV advertisement impact on buying behavior of customer purchase intention. Further research is needed by inclusion of other popular media and coverage of all major dimensions of buying behavior. This study based on Karachi and further study may be on national and international level by increasing sample size.

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