

# **IMPACT OF PERSUASIVE TELEVISION ADVERTISEMENT ON CHANGING BUYERS' BUYING BEHAVIOR OF BABY PRODUCTS IN DHAKA CITY, BANGLADESH**

**Md. Kamal Hossain** 

Lecturer, Department of Business Administration, Pabna University of Science & Technology, Bangladesh  
hossain.kamal7523@gmail.com

**Mohammad Ataur Rahman**

Senior Lecturer, Department of Business Administration, Central Women's University, Bangladesh  
ctg\_ataur@yahoo.com

**Subrata Kumar**

Lecturer, Department of Business Administration, Central Women's University, Bangladesh  
sbrtds88@gmail.com

## **Abstract**

*Television advertisement plays an immense role in informing and persuading buyers due to its mass reach ability and high visual attraction ability. The pattern of television advertisement has been changing over time. Nowadays, all the television advertisement is focusing more on persuasion along with information about a product. As a result of this persuasive nature, buying behaviors of the buyers are also affecting. Persuasive television advertisement is impacting the buyers of baby products in Dhaka city. The aim of this paper is to measure the impact level of persuasive television advertisement on changing buyers' buying behavior of baby products in Dhaka city of Bangladesh. The study is based on a survey of 150 randomly selected baby product buyers from five places i.e. Jatrabari, Dhanmondi residential area, Mirpur 1, Gulshan 2, and Uttara model town (Sector 3). The results reveal that persuasive television advertisements play a vigorous role on changing consumer's buying behaviors of baby products.*

**Keywords:** *Advertisement, Persuasive Advertisement, Television Advertisement, Buying Behavior, Baby Products*

## INTRODUCTION

Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal et al. 2008a). Television advertisement is the main media in current time, it is more important for producer to demonstrate their product and to tell the consumer about their product features and to differentiate it with the other brands, and also indicate when and where to buy it.

Television (TV) advertising is the best selling and economical media ever invented. It has a potential advertising impact unmatched by any other media (Saxena, 2005). The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising (Kavitha, 2006). The pattern of television advertisement has been changing over time. Nowadays, all the television advertisement is focusing more on persuasion along with information about a product. This is happening because of high competition in the marketplace.

To increase the sales or to sustain in the marketplace companies are using persuasive TV advertisement. It informs and persuades the prospective and current buyers or consumers in creating and changing their perception, thinking and attitude towards a product. Persuasive TV advertisement conveys the perception that using a given product will help an individual be more successful with some area of his or her life. In recent times, persuasive TV advertisement is using for promoting baby products.

Usually, choices of *baby product* are heartfelt and personal. Parents try to give the best product to their babies. Therefore, parent search information here and there and pick the right one. Persuasive TV advertisement uses this caring psychology of the parents.

A Persuasive TV advertisement of baby product conveys that the given product is the right one for the babies because of its superior quality and features. This persuasive message direct the parents to search more information about the given product and sometime influence to buy that. So, persuasive TV advertisements of baby products affect buyers' behavior by directing them to buy the specific baby products through frequent persuasive messages and to change buyers' attitude toward the advertised baby products. It ultimately increases the demand to raise the volume of sales that lead more profit to the producer of that baby product. The paper aims to show the impact of persuasive TV Advertisement on changing buyers' buying behavior of baby products in Dhaka city.

## LITERATURE REVIEW

### Advertising

Advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media (Datta, 2008). The advertiser intends to spread his ideas about the products and offerings among the prospects. Popularization of the products is thus, the basic aim of advertising (Ramaswami & Namakumari, 2004). 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).

### Television Advertising

Television (TV) advertising is the best selling and economical media ever invented. It has a potential advertising impact unmatched by any other media (Saxena, 2005). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements (Corlis, 1999). The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004). TV advertising not only change emotions but give substantial message exerting a far reaching influence on the daily lives of people (Kotwal et al, 2008).

### Persuasive advertising

Persuasive advertising is a component in an overall advertising strategy that seeks to entice consumers into purchasing specific goods or services, often by appealing to their emotions and general sensibilities. This particular advertising strategy is different from informative advertising, which essentially provides the customer with hard data about the nature and function of the product.

With persuasive advertising, the assumption is that the consumer already understands the basic nature of the product, but needs to be convinced of the desirability and the benefits that set a particular product apart from the competition. (<http://www.wisegeek.com/what-is-persuasive-advertising.htm>). Persuasive advertisements can appear in and on any media form: television, radio, film, print (magazines, books, newspapers, newsletters), Internet, and outdoor formats (billboards, bus and taxi shelters, dust bins, placards, posters, kiosks, buildings, display towers, and private and public vehicles such as buses, trains, taxis). (Ilze Bezuidenhout, 1998). Persuasive advertisements are thus the instruments used by advertisers "who have defined their target audiences and determined the effect they hope to achieve through persuasive advertisements in the media" (Bolen 1984: 9).

A persuasive advertisement "should try to persuade the potential customers that they need to buy the new product" (Bolen 1984: 6). The persuasive function is not limited to manipulating the potential customer only into buying on object, but also includes the selling of services, ideas, norms and values.

### **Buyers' Buying Behavior**

Buyers' buying behavior involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product). (Raju & Devi, 2012)

### **Baby Product**

Baby-product choices are heartfelt and personal. What you buy should be functional and safe, too (Sandy Jones, 2001). As parents buy baby product with much thought and care, persuasive television advertising for baby product plays an enormous role in making decision of buyers during shopping.

### **Persuasive Television Advertising**

Not all TV advertising aims to be immediately persuasive. But when your goal is to influence consumers in a way that has a direct impact on their behavior, and generates a short term increase in sales, there are four key factors which dictate how successful you will be. To achieve a strongly persuasive effect, your ads need to communicate something new, relevant, believable and differentiating. However, an ad which is not enjoyed may hinder the ad's persuasiveness; an ad which is disliked is unlikely to be highly persuasive (Millward, 2006).

This study aims to analyze the impact of persuasive TV advertising on changing buyers' buying behavior of baby products in Dhaka City. Information was obtained from randomly selected respondents through survey questionnaires. All questionnaires were self-administered by the participants without interference from researchers. Some theoretical and statistical hypothesis is used to analyze and interpret the impact of Persuasive TV advertisement on changing buyers' buying behavior of baby products. Persuasive TV Advertising uses several elements to persuade the buyers. The elements are:-

- Slogan: A catchy phrase or statement often used to sell a service or a product.
- Repetition: The name of a product is repeated many times.

- Bandwagon: statement suggesting that everyone is using a specific product, so you should too
- Testimonial: A well-known person supports a product or service
- Emotional Appeal: A person is made to have strong feelings about a situation or product.
- Expert Opinion: Ads using scientific sounding language to make a product seem more effective.

### **Rationale of the Study**

No research has been conducted in our country regarding impact of persuasive TV advertisement on buyers' buying behavior of baby products. Though, few studies have been accomplished to determine the impact of TV advertisement on buying behavior of consumers. The study relates to the buying behavior of buyers' in Dhaka City for baby products.

### **Objectives of the Study**

- 1) To explore the types of baby products bought by buyers
- 2) To classify the types of buyers' buying behavior of baby products.
- 3) To identify the factors that affecting the buying behavior of baby products.
- 4) To examine the influences of persuasive TV advertisement on changing buyers' buying behavior of baby products.

### **METHODOLOGY OF THE STUDY**

This study is mainly based on a questionnaire survey. It was developed in the light of the study purpose. Some theoretical and statistical hypothesis is used to analyze and interpret the impact of Persuasive TV advertisement on changing buyers' buying behavior of baby products. The sample size was limited to 150 parents of child aged between 0-6 years.

### **Hypothesis**

To examine the influences of persuasive TV advertisement on changing buyers' buying behaviour of baby products following two hypotheses were framed:

**H1** There is significant influences of persuasive TV advertisement on changing buyers' buying behaviour of baby products.

From the above main hypothesis, the following sub-hypotheses were formulated:

H1A: There is a significant influence of Slogan on changing buyers' buying behaviour of baby products.

H1B: There is a significant influence of Repetition on changing buyers' buying behaviour of baby products.

H1C: There is a significant influence of Bandwagon on changing buyers' buying behaviour of baby products.

H1D: There is a significant influence of Testimonial on changing buyers' buying behaviour of baby products.

H1E: There is a significant influence of Emotional Appeal on changing buyers' buying behaviour of baby products.

H1F: There is a significant influence of Expert Opinion on changing buyers' buying behaviour of baby products.

### **Sampling Design**

One hundred and fifty (150) copies of questionnaire were administered on the respondents of five places i.e. Jatrabari, Dhanmondi residential area, Mirpur 1, Gulshan 2, and Uttara model town (Sector 3). Thirty (30) respondents were interviewed respectively from all five places. The survey questionnaires were conducted via face to face interviews.

The respondents were selected randomly while the distribution was aimed at reflecting the target population. So the collected respondents were from diverse social status, educational backgrounds, and professionalisms. Therefore, collected respondents from different backgrounds will certainly generate a more reliable outcome towards the impact of Persuasive TV advertisement on changing buyers' buying behavior of baby products.

### **ANALYSIS AND FINDINGS**

Buying Behavior is the decision processes and acts of people involved in buying and using products. To buy anything is a multifaceted process concerning a number of decisions to be made like what to buy, where to buy, when and how much to buy. The process consists of different stages such as awareness, information, application, trial and adoption. The buyers are aware of the product through one source, yet other sources might provide more information at the information stage. It might still be a different source influencing at the application stage when the purchase is made. The study reveals that persuasive TV advertisement influences highly on changing buyers' buying behavior of baby products.

### **Types of Baby Products Bought By Buyers**

The study found that most of the respondents (77.6%) bought Baby Diapers, Baby Soap, Baby Shampo, Baby oil, Baby powder, Baby wipes, Feeding bottles, Feeding nipples, Baby foods (

Formula & Cereals, Milk powder, Nourisher), Toothpaste, Toothbrush for their babies. Study also reveals that, buying decision of the above product mostly comes from mother side and few from fathers. So it can be concluded that mothers are more motivated by persuasive TV advertising than that of father.

### Types of Buyers' Buying Behavior of Baby Products

Study reveals the following four types of buying behavior based on the buyer involvement in the purchase of baby products.

Table 1: Buyer Involvement on Buying Behavior of Baby Products

	<i>High involvement</i>	<i>Low involvement</i>
<b><i>Significant differences between brands</i></b>	Complex buying behavior (Baby foods)	Variety seeking behavior (Baby wipes)
<b><i>Few differences between brands</i></b>	Dissonance buying behavior (Baby Shampo)	Habitual buying behavior (Baby Diapers)

*High involvement* - It means when the consumer is highly involved while buying a product. Generally this happens in case of expensive goods.

*Low involvement* - It means when the consumer is not highly involved while buying a product. Generally this happens in case of low cost goods.

*Significant differences between brands* - It means when there are many differences between brands.

*Few differences between brands* - It means when there are very less differences between brands.

### Factors Affecting the Buying Behavior of Baby Products

Parents are so much careful in buying products for their loving child. Several social, cultural and psychological and personal factors force them to buy the right product for their baby.

*Cultural factors* - It includes a culture, subculture and social class. These factors are often inherent in consumer's values and decision processes.

*Social factors* - It includes groups, family, roles and social status. This explains the outside influences of others on the purchase decisions either directly or indirectly.

*Personal factors* - It includes variables like age and lifecycle stage, occupation, economic circumstances, lifestyle, personality and self concept.

*Psychological factors* - It affecting purchase decision includes motivation, perception, learning, beliefs and attitudes.

### **Influences of Persuasive TV Advertisement on Changing Buyers' Buying Behavior of Baby Products**

Table 2: Impact of Persuasive TV Advertisement on Changing Buyers' Buying Behavior of Baby Products

<b>Independent Variable</b>	<b>Z test</b>	<b>5% Significance Level</b>
Slogan	0.9794	0.0412
Repetition	0.9836	0.0328
Bandwagon	0.9881	0.0238
Testimonial	0.9836	0.0328
Emotional Appeal	0.9967	0.0066
Expert Opinion	0.9950	0.0100

\*Data reliability coefficient value  $r > 0.70$ )

### **RESULT DISCUSSIONS**

From the researcher point of view and based on the study results that shows a strong influences of persuasive TV advertisement on changing buyers' buying behaviour of baby products.

From the observation data in Table 2, it is seen that, each independent variable is accepted in Z test in relation to influences of persuasive TV advertisement on changing buyers' buying behaviour of baby products.



These positive results from the researcher point of view could be due to the increases of the competitors in the market companies making more persuasive TV advertisement to influence its current and potential customers.

From the researcher point of view the Buyers' are more convinced by persuasive TV advertisement than traditional TV advertisement. Customers become so much engaged with the persuasive TV advertisement that it not only influences buyers' for buying the product for first time but to several buying.

From the researcher point of view, persuasive TV advertisement is very effective for the companies to get new and sustain old buyers'. So, companies should focus more on persuasive TV advertisement.

## CONCLUSIONS

Persuasive TV Advertising plays a significant role on changing the buyers' buying behavior of baby products and also provides new patterns of buying goods and services. It is the most convenient way to persuade the parents because they are more deployed by advertisement persuasive messages that the product will give them something special for satisfaction.

Again, persuasive TV advertisement is more effective as 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. Parents are influenced by the TV advertisement persuasion of products that they will get something special for their special baby. The reasons for liking the ads was the comparative information regarding different brands, special offers and quality of products and non informative factors such as good music, funny, slogans and celebrities.

The study reveals that parents especially mothers were more motivated by persuasive TV advertising because they watched frequently TV programs rather than fathers. Majority of the respondents were of the opinion that they were influenced by persuasive TV commercials to purchase different types of baby products like baby food, diapers, shampo, oil, toothpaste and so on. Few of the respondents were of the opinion that they were not as much motivated by persuasive TV advertisement. Rather they motivated by other factors like friends, neighbors, relatives and so on.

The results also show that respondents after watching persuasive TV advertisement tried to buy new brand because for new features, benefits, qualities, prices and so on. The study found that more frequency of persuasive TV advertisement increases the product demand because when they observed such advertisement of a baby product or brand more and more, then they became inclined to purchase that product. They were of the opinion that persuasive

TV advertisements helped parents to make a better choice during shopping by providing enough comparative information about the products or brands. The respondents also viewed that they preferred to buy the branded baby products shown in persuasive TV advertisement because they believed that branded products would offer the quality, benefits, ingredients and other facilities promised through advertisement messages.

So, this study reveals that sellers of baby products should go for persuasive TV advertisement as it influences the buyers on changing their buying behavior. But, before going for such persuasion they should have enough confidence on their products quality, features and benefits. The future researchers can find out the way of how to make a TV advertisement more persuasive.

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