

**IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOR OF
THE CONSUMERS IN DHAKA CITY**

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THE CONSUMERS IN DHAKA CITY**

BY

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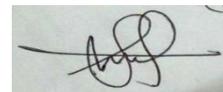
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CERTIFICATE

*This is to certify that the thesis entitled “**IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOR OF THE CONSUMERS IN DHAKA CITY**” submitted to the Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **MASTER OF SCIENCE (MS) in AGRIBUSINESS AND MARKETING**, embodies the result of a piece of bona fide research work carried out by **TRINA BISWAS**, Registration No. **13-05683** under my supervision and guidance. No part of the thesis has been submitted for any other degree or diploma.*

I further certify that any help or source of information, received during the course of this investigation has been duly acknowledged.

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DEDICATED TO-

**My Beloved Family and
Respected Research
Supervisor**

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-----The Author

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ABSTRACT

This study examined the impact of advertising on consumer buying behavior in Dhaka city. Successful advertisement has become important with a great increase in technological innovation and very few studies were conducted in this field in Bangladesh. Thus it is interesting to conduct research in this area. 120 respondents were randomly selected from different areas from Dhaka city during August, 2019 to October, 2019 and a structured questionnaire was used for data collection. Data were analysed by using correlation and multiple regression model. The research results show that rational appeal, emotional appeal and moral appeal of an advertisement have a significant and positive relationship with consumer buying behavior. Researcher recommends that for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behavior toward products and services. Additionally, more effort should be given on rational advertising, as consumer buying intention is strongly induced by rational advertising. Consumer needs clear information about the product. Moreover, emotion and moral modalities can affect the perception of users and allow them to obtain advertising information.

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ABBREVIATIONS

SSC: School Secondary Certificate

HSC: Higher Secondary Certificate

UG: Under Graduate

PG: Post Graduate

Ph.D.: Doctor of Philosophy

RA: Rational Appeal

EA: Emotional Appeal

MA: Moral Appeal

Chapter I

INTRODUCTION

1.1 Background

The impact of mass communication is experienced all over the world through advertising, newspaper, the internet, music, films, videos, magazine, movies and billboards. Among these media, advertising is the one that has lasting impact on viewers' mind, since its exposure is much broader (Katke, 2007).

Advertising can affect the actions of individuals, the long-term lifestyle and the culture of the country (Latif and Abideen, 2011). Advertisement is a medium of communication to persuade an audience to make a product or service buying decision and to communicate information to audiences. It is considered to be a crucial and important factor for the economic growth of marketers and businesses (Ryans, 1996). Advertising is typically a paid form of exposure or marketing by a sponsor to various conventional media such as television, newspaper, commercial radio advertising, magazine mail, outdoor advertising, or modern media such as blogs, websites, and text messages (Ahmed and Ashfaq, 2013). Marketers have often responded to changing business demands when it comes to producing new advertising. The use of advertisements grew dramatically in the 20th century as industrialization expanded the availability of manufactured goods. At the time, not many firms practiced advertisements. In the late 1980s, advertising was quite confined to television, radio, billboards, and newspapers. Businesses are leaning towards digital advertising in modern times. Companies are so focused on social media and smartphone advertisements that they will soon be able to take over television advertising. In Bangladesh, the trend of digital marketing is on the rise. Many of the major local and global mega-corporations are now pursuing digital marketing in full force.

A business can improve the brand of its product by engaging in promotional activities to compete in a consumer market dominated by advertisements (Hussainy et al., 2008). The main goal of advertising is to affect buying behavior; however, this effect on brands is also altered or reinforced by people's memories. Brand memories are

created by associations linked to brand names in the consumer's mind (Khan, *et al.*,2012). These brands continuously influence consideration, assessment, and, ultimately, purchases (Romaniuk and Sharp, 2003). Consumers purchasing actions have always been given too much importance and scope in the literature analysis of the effects of advertising on its effectiveness (Ajzen, 2002). The majority of the time consumers purchasing behavior depends on the consumer's desire or disappointment with the advertising of the advertised product (Smith *et al.*, 2006).

Previous research has been performed on the efficacy of advertisement and the effects of advertisements on customer purchasing behavior, which have shown positive relationships. In this analysis, however, a combination of variables was introduced and an attempt was made to assess their influence on consumer behavior. The goal of this paper is to identify which of these variables has the most significant influence on consumer behavior, and which of these variables has a less significant impact. This will help marketers to concentrate on the right factors and gain maximum benefit from their advertisement.

The research will provide valuable perspectives for both advertising experts and executives to understand the ins and outs of advertising and to help marketers build effective advertising approaches.

1.2 Statement of the Problem

Businesses spend a huge amount of investment in advertisements because they want to keep their product at the forefront of the consumer's minds. Advertising has proved to be an effective marketing method, but marketers are still perplexed by the fact of what kind of ingredients should be there and how these advertisements can help to improve consumer purchasing behavior as well as is there any positive or negative impact on consumer buying behavior.

- How does rational appeal create awareness in consumer's buying behavior?
- Does emotional appeal have any effect on consumer's buying behavior?
- Does moral appeal create any impact in the mind of consumers buying behavior?
- Does rational, emotinal and moral advertisement affect their buying behavior?

1.3 Objectives of the Research

The main objectives of this study include

1. To identify the demographic profile of the respondents
2. To evaluate the impact of advertisement on the consumer buying behavior and
3. To give some policy recommendations to the advertisement company.

1.4 Justification of the Research

Advertising is an empirical phenomenon that involves in-depth market research and analysis. Businesses spend a lot of money on advertisements to thrive in a competitive market. Some studies were conducted on advertising and consumer behavior where most of them focus on developed countries. Additionally, few studies were conducted in developing Asian countries. However, none of them focused on the impact of advertisements on consumer buying behavior in Bangladesh. Thus, it would be interesting to work in this area.

1.5 Structure of the Report

The first chapter will show the introduction of the research report. The second chapter will display the literature review of studies and the third chapter will explain the methods and materials used. The result & discussion will be shown in the fourth chapter and the summary of the entire report, conclusion, and recommendation will be presented in the last chapter.

Chapter II

LITERATURE REVIEW

Based on the key objectives of the research, this chapter aims to review the previous studies and opinions of experts and social scientists who are important to this research.

2.1 Advertising

As per the Oxford English dictionary, Advertise means to describe a product, service, etc. in the media to increase sales. Advertising word has its origin from the Latin word “Advertere” which means “to turn the mind or intention” i.e. anything which turns one’s attention towards itself is called advertising. Advertisement is defined in different ways by different researchers.

Chunawalla (2008) has described it as a form of mass communication, a powerful marketing tool, a means of financing the mass media, an instrument of business management, a field of employment, a profession, a social institution, and a component of the ecosystem.

According to Niazi *et al.* (2012), advertising is an effective tool to attract people and to divert their attitude positively towards the product. Advertising is a public notice, especially one published in the press or broadcasted over the air. It is the technique of mass selling. Advertising is also defined as a picture or a set of words or a short film intended to influence people to buy any specific product/service. One can say that advertisement is an important vehicle for the presentation of images and the formation of attitudes. Advertisement is something that is designed to create awareness, attract attention, build interest, and invites prompt action.

Latif and Abideen (2011), “Advertising is a promotional strategy used in creating product awareness in the minds of consumers to make purchasing decisions”. It is a communication tool used by marketers. Advertising influences an individual’s attitudes, behavior, and lifestyle. It is one of the major sources of a communication tool between the producer and the user of the product. For a company product to be a

well-known brand, it must invest in its promotional activities especially advertising (Hussein *et al.*, 2008). Additionally, Latif and Abideen (2011) argued that advertising has the potential to contribute to brand choice among consumers. Advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy (Ayanwale *et al.*, 2005; Adelear *et al.*, 2003). Advertising is a non-personal and paid form where ideas, concepts, products, or services, and information are promoted through media by an identified behaviour (Ayanwale *et al.*, 2005).

As per ASCI (Advertising Standards Council of India), an advertisement is defined as “any paid form of communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed”. Rosser Reeves (1961) in his book “Reality in Advertising” states that Advertising is like a mystery. Companies are investing a huge sum on making advertisements and nobody knows what they are getting in return for their money. Advertising is an enigmatic vortex, into which companies are pouring crores and crores of rupees every year, having no origin and end but still companies are doing this investment for the fear of losing market share. Advertising is just like a huge investment and the stakes are really high. That’s why the failure of the advertising campaign means zero or less ROI (return on investment) for the company/advertiser. Thus, it becomes very logical for the advertiser to check the advertisement's effectiveness as it is not the only promotional tool that affects the company’s sales. For this reason, while measuring advertisement effectiveness, the effects of advertising should be isolated from other promotional and marketing activities.

The above literature represents that advertising is something that attracts our attention and makes us want to buy the product or service.

2.2 Consumer Buying Behavior

Consumer buying behavior is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using, and disposing of products and services to satisfy needs and desires (Schifman and Kanuk, 2009). It includes purchasing and other consumption-related activities of people engaging in the exchange process.

Solomon *et al.* (2006) defined consumer behavior as the study of the process involved when individuals or groups select, purchase, use, dispose of product, service, ideas, or experiences to satisfy needs and desires.

Consumer buying behavior is affected by economic factors such as income-expenditure patterns, price of products price of complementary products, substitute goods, and elasticity of demand (Abraham, 1997; Kotler *et al.*, 2001). It is also affected by psychological perception, attitudes, and learning (Kotler *et al.*, 2001).

Consumer behavior is affected by social and cultural factors that affect individuals buying decisions but determines the kind of product to buy. (Arnould and Thompson, 2005; Perault *et al.*, 2005).

Consumer buying behavior is defined by Stallworth (2008) as a set of activities that involve the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioral responses.

Consumer buying behavior refers to the methods involved when individuals or groups choose, buy, utilize, or dispose of products, services, concepts, or experiences to suit their needs and desires (Solomon, 1995).

A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman and Kanuk, 2007).

Consumer buying behavior is a theory that answers what, why, how, when, and where an individual makes a purchase (Green, 1992); it is particularly important to study the subject of consumer buying behavior as it facilitates firms to plan and execute superior business strategies (Khaniwale, 2015).

Kumar and Gupta (2015) concluded that all marketing starts with the consumer. So the consumer is very important to a marketer. The consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. To become a successful marketer, he must know the liking or disliking of the customers. The study of consumer preference not only focuses on how and why consumers make buying decisions but also focuses on how and why consumers choose the goods they buy and their evaluation of these goods after use.

Fatima and Lodhi (2015) revealed that advertisement helps the company to create awareness in their customers and ingredients the advertisements shape the perception of the customers either positively or negatively. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product, and consumer opinion drive the consumer buying decision. The study critically evaluates these factors which shape the buying behavior and provides deep insights towards the role of advertisements shaping consumer behavior.

Although the definitions given above are various, they all lead to a common view that consumer buying behavior is a process of selecting, purchasing, and disposing of goods and services according to the needs and wants of the consumers. However, there is a general consensus among the researchers and academics that this process is subject to continual change over time as the purchase characteristics of the customers change due to their physical and psychological needs.

2.3 Factors Affecting Consumer Buying Behavior

In this research, the researcher will attempt to find some factors that affect consumer buying behavior. In previous studies, certain variables were found to have an impact on consumers. This is briefly discussed below:

Nowadays, people have access to an endless supply of advertisements. However, they fancy something new, entertaining, and emotionally attached and something that can grab their attention. Boring advertising will not sustain in consumers' minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring them to make a purchase (Madden and Weinberger, 1982).

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain the attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make humorous advertisements (Mandan *et al.*, 2013).

Although the use of humor in advertisements can be risky at times as a large number of people may not be entertained by the same concept. Gulas and Weinberger in their book say that a failed attempt to entertaining ads is a lost opportunity to connect with consumers. It may even offend consumers and drive them away. They have exemplified this risk with a 1999 Super Bowl advertisement for 'Just for Feet'. It showed a group of white men tracking a barefoot, black Kenyan runner who was later drugged and forced against his will to wear a pair of running shoes (p. 174). The advertisement was met with massive outrage (Gulas and Weinberg, 2006).

However, entertaining advertisements do not necessarily mean humorous ads. Thrilling, full of suspense advertisements can also be counted as entertaining. One of the biggest examples of all time is the Apple super bowl commercial "1984". It left people awestruck and it was immediately able to get the attention of people. It was very effective in terms of spreading the news about a new era of computers. It also had a huge part in generating sales for the company.

Harvard professor Teixeira has conducted an interesting study on this regard and wrote a paper "Why, When and How much to entertain consumers in advertisements?" The study is based on a facial tracking study (software used to track the facial emotions) in response to the TVCs. This is the first of its kind study and is the latest (Teixeira *et al.*, 2013).

One of the effective tools of integrated marketing communication that emotionally motivate consumers to buy products is advertising (Moore, 2004). The essence of advertising is to create brand awareness, Preference, and selection of products or services. Attitudes towards the advert are the most influencing theory in marketing and advertising research. The attitudes that are formed towards advert help in influencing consumer's attitudes toward brand until the purchasing intention (Goldsmith and Lafferty, 2002). Since the goal of advertising is to form a positive attitude towards advertising and the brand, then a positive emotional response to an advert may be the best indicator of effective advertising (Goldsmith and Lafferty, 2002). The consumer's ability to recall the brand advert is another component of effective advertisement that creates emotional response (Goldsmith and Lafferty, 2002). The extent to which consumer make products related decisions depend on the relative importance of brand recall, which can lead to brand awareness. (Goldsmith

and Lafferly, 2002) The most effective tool in advertising is emotional advertising because it enables consumers to give an emotional response to a product (Brassington and Petitt, 2001).

Environmental response provides certain types of experience for consumers, which are used for promotion and selling products and services (Adelaar *et al.*, 2003). The business offers consumers specific types of media experiences, which are used for setting the stage that promotes the selling of related products or services (Adelaar *et al.*, 2003). Special marketing research has attempted to explain the effects of different environmental conditions like the atmosphere in retailing stores, and background music at the time of purchasing. (Morris and Borne, 1998). Sense modalities such as sound, sight, and touch can affect user experience. The formation rate can affect the user experience. The formation rate can affect users for gaining information for advertisement (Morris and Borne, 1998). The environmental psychological model depicts these. The model applies to music, text lyrics, image, and music video, which are strongly related to each other and are shown in the advertisement. (Morris and Borne, 1998). Morris and Borne (1998) stated that the environmental psychology model provides a better concept of emotional response rather than traditional marketing research. The environmental psychology model proposes an environment such as a retailing store that produces an emotional state in an individual that can categorize into pleasure, arousal, dominance, or buying situation (Adelaar *et al.*, 2003). This model according to Adelaar *et al.* (2003) defines media which provides information that is represented by the combination of sound, sight, and touch sources. It covers various areas of visual and verbal media messages, through which people get information. The verbal and visual information affects consumer's perception of the environmental stimuli (Adelaar *et al.*, 2003). Social role and image reflect that advertisements influence an individual lifestyle and the extent to which an individual seeks to present him or herself in a socially acceptable manner. In addition to selling products and services, ads sell images, and lifestyles. Consumers learn about a new lifestyle, image, and trend through ads (Pollay and Mittal, 1993; Burns, 2003). Advertising promotes social messages and lifestyle by illustrating the position of the ideal consumer and stimulate social action toward the purchase of that product. Advertising spending can affect the buying behavior of people in the sense that the more money spent can be linked with the quality of the advertisement and the

frequency of advertisement. It may result in creating a lasting impression in the consumer's mind. Advertising is an important extrinsic cue signaling product quality (Milgrom and Roberts, 1986). Heavy advertising spending shows that the firm is investing in the brand, which means the organization has a huge investment and thus implies that they might have a better quality of the product (Kirmani and Wright, 1989).

The literature explains that there is a positive relationship between the factors and consumer buying behavior. The emotional responses, rational response, and sensory-stimulating advertisement have a positive impact on consumer buying behavior.

2.4 Impact of Advertisement on Consumer Buying Behavior

Advertising promotes social messages and lifestyle by illustrating the position of the ideal consumer and stimulate social action toward the purchase of that product. Advertising spending also creates a positive impression of a brand in the minds of the consumers.

Dhaliwal (2016) explained that advertisement plays an important role in the modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences customer buying behavior. Any business can get on the road to success when it attracts and retains the consumers with profit and this goal is achieved when the company builds a strong consumer perception for its product or service. All the big guns have made significant attempts to ensure quality advertisement and fabrication of strong consumer perception through suitable ways that positively affect the consumer buying behavior because people get knowledge about a product through advertisement and other promotional tools and develop perception through company's activities and his previous experience with that company and past purchase accordingly.

Chukwul *et al.* (2019) "The impact of advertising on consumer buying behavior" investigation were about the effect of advertisements on consumer perception. This article had stated that the people of Nigeria did not show much interest in advertising their products and services. This has a diverse effect on their output in terms of sales. The result of the study is, there is a positive relationship lies towards brand and brand awareness. Based on the research, organizations should focus more on emotionally

related advertisements because customers are more influenced by their emotions to gain competitive advantage companies should give to the brand awareness and customers' response towards the consumer buying behavior.

Maheshwari, *et al.* (2016) in their article “An empirical approach to consumer buying behavior in the Indian automobile sector” has concluded that advertisement effectiveness positively influences consumer purchasing decisions.

Shumaila and Ashfaq (2013) researched 120 respondents and the research paper is focusing on the impact of advertising on consumer's buying behaviors. Brand image, persuasiveness, and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviors and the study concludes that the positive impact of all these factors, on the buying behavior of the consumer proves the loyalty of consumer towards the brand which helps in the promotion of the advertised product and changes the buying behavior towards buying intentions.

Kumar and Raju (2013) in their paper “The Role of Advertising in Consumer Decision Making” have stated that advertisements can change the consumer's decision about a particular product.

Ghulan *et al.* (2012) conducted a study on the impact of advertising on consumer buying behavior in Pakistan. They examined the relationship between environmental response and consumer buying behavior. They used 200 people in twin cities of Pakistan as their sample. They found that a moderate relationship exists between the independent variables and the dependent variable. The result showed that consumers buy those brands to which they are emotionally attached.

Kumar (2011) conducted a study on the impact of advertising on consumer buying behavior with special reference to Nestle Limited in India. He found that advertising and sales promotion together with the image of the company influence the consumer buying decision. He also found that the quality and price of the product also influence consumer purchase of a good.

Taylor and Weiserbs (1972) conducted a study on the relationship between advertising and expenditure and aggregate consumption in America. They found that

there is a simultaneous relationship between advertising and consumption but not in a unidirectional. They concluded that advertising and consumption seem to work on each other.

Sharma and Sharma (2009) conducted a study on the impact of advertising on consumer behavior in India. They studied 134 companies using the fixed-effect model of panel data analysis. They found that besides advertising, factors like the company's brand, the quality of the product, and the company's reputation affect sales of a company.

Ayanwale *et al.* (2005) conducted a study on the impact of advertisement of Bournvita on consumer buying behavior in Nigeria. They found that advertising has a major influence on consumers' likeliness for Bounvita food drink.

Adelaar *et al.* (2003) conducted a study on online compact discs shopping behavior of consumers through emotional advertising in Asia. He found that impulse behavior is preceded by a consumer's intention to buy impulsively the products.

Associated chambers of commerce and Industry (2013) in India, conducted a study on the impact of advertising on consumer buying behaviors. They found that high increase in consumption of cosmetics goods as a result of advertising. They also found that men on average spend more on cosmetic products than their female counterparts and attributed this increase to awareness created by the product.

Sen (2014) conducted a study on the impact of green marketing on consumer buying behaviors in Kolkata. To gather the primary data, a sample of 100 respondents was taken from Kolkata. The results of their study emphasized that the consumer purchase decisions in Kolkata are not influenced by the green marketing practices performed by the companies. However, the consumers wanted to pay an extra bit for the 'green' products, owing to the higher value associated with these. Hence, the companies sell the products at higher prices if they can enhance the product's performance and can offer products that render value addition to the consumers.

Ha, *et al.* (2011), in their research paper "The effects of advertising spending on brand loyalty in services" have concluded that advertising spending has an impact on consumer's perceived quality of the product, consumer loyalty, and satisfaction level.

Pappas (2016) studied marketing strategies, identified risks, and consumer trust in online buying behavior. The researcher highlighted that besides the rapid increase in online shopping, there is no definite knowledge about the perceived risk factors, the effect and influence of marketing on product and web vendor consumer loyalty. In this paper, the researcher focused on holidaymakers' perspectives with the aid of bookings on the internet for their holidays. An association between internet perceived risks and the influence of product and e-channel risks were confirmed by the findings. Online purchase intentions which are constantly influenced by the products along with e-channel consumer trust are determined by this study. Age-old patterns of human communication still exist. The cross-cultural differences in interpersonal and mass communication for creating awareness are necessary to study the way media functions are performed and advertisements work. In one culture, advertising is persuasive by nature; whereas in another, it is meant to impart trust between the companies and the consumers. The pattern of advertising will not be the same in every culture. Thus, patterns for how advertising works in one culture cannot be generalized to all other cultures. Various verbal and non-verbal communication styles are recognized in both interpersonal and mass communication. In such culture clusters, one or the other style prevails (Mooij, 2018).

Singh and Singh (2016) studied the effectiveness of online advertising. They concluded that the impact of online advertising on consumer buying behavior increased other forms of advertising. The majority of the respondents accepted that online advertisements are almost everywhere on the internet.

Johar (2015) explained that the character, behavior, and attitude of the consumer are the important dimensions in the decision-making process. All the purchases made by a consumer follow a certain decision-making process. A consumer is one who does some physical activities and deliberates to make decisions concerning the purchase and to dispose of on to evaluate products and services. The purchase decision process which is characterized as more complex in its nature has been subject to research often, only recently.

Hemanth Kumar (2014) defines marketing personnel is constantly analyzing the patterns of buying behavior and purchase decisions to predict future trends. Consumer behavior can be explained as the analysis of how, when, what, and why people buy.

Amutha and Sulthana (2011) said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status, and influence of the reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower-income groups: Price was a major consideration and in the middle-income group, brand reputation was one of the most important influencing factors.

Owolabi and *et al.* (2011) defined the impact of advertising on the sales of insurance products in Sub-Saharan Africa. Advertising is a marketing strategy commonly employed by a company operating in a competitive environment. No other promotional tool offers such a large audience advertising. The cost of reaching people through advertising is very reasonable. Besides, advertising can also be valuable as a means of familiarizing buyers with the products or reminding them of its existence, thus, it is a worthwhile activity and should be made a core aspect of the company's marketing program. It can be said to be agreed that there was a positive correlation between advertising expenditure and sales of insurance products which implies that an increase in the advertisement of the products leads to an increase in sales.

Abayia and Khoshtinat (2004) explained that the impact of advertising for attracting the consumer, when the individual's mind is engaged with the considered product, positively affects his/her tendency to search for information, therefore the first thing the individual does is web browsing. Thus, the companies that sell online products are recommended to design marketing strategies that, at the broad level of the virtual world of information, provide the data related to the product for the consumer.

Chang (2006) author investigated many interesting advertisements and their power of satisfying consumers which will leave the idea on the behavioral intentions of consumers. He researched 152 participants, and after the study, he revealed that interesting advertising can completely boost customers' satisfaction, and can influence the consumer buying behavior of customers.

Sunderaraj (2018) studied on one twenty-five college students in Ayya Nadar Janaki Ammal College in Sivakasi and found that there is no relationship between the age of the respondents and the level of impact of advertisement and there is no relationship between income and satisfaction with the advertised product at the time of using.

Misra and Kanda (2019) studied on 100 respondents in Ludhiana city and the major findings of the study are that advertisements are very successful in influencing the buying behavior of consumers. Status and friends are the main motivational factors that motivate the buying decision of Consumers.

Neupane (2019) studied on 110 respondents from Kathmandu valley and the result indicated that respondents like preferred TV advertisements have been found more popular as compared to Radio, Print, and other media.

Sama (2019) studied on 529 respondents comprising students in India and the findings indicated that TV and Internet advertisements are affecting awareness, interest, and conviction stages of consumer behavior. Magazines are more effective in influencing purchase and post-purchase stages of consumer behavior. However, radio advertisements did not affect any of the stages of consumer behavior. In contrast, newspapers are the only medium that affects all the stages of consumer behavior.

Haider and Shakib (2018) studied on 544 respondents in Dhaka city and the results from the analysis of primary data show significant relationships and compare the strengths of relationships amongst entertainment, familiarity, advertisement spending, and social imaging in advertisement with consumer buying behavior.

Swati (2013) researched the Impact of Television Advertisement on Youth Purchase Decision in India and the result has a positive impact on youth purchase.

Nawazish and Ahmed (2015) conducted a study on the impact of advertising on consumer buying behavior in Pakistan. They examined how emotional responses are generated, after watching effective advertisements they persuaded consumers purchasing behavior. They used 300 sample subjects for this study. They found that the environmental response and sensory-stimulating activities represented in the advertisement has influence and can even change the buying behavior of consumers. They found that emotional and environmental responses have a significant impact on consumer buying behavior.

The above literature study clearly reveals that studies by Chukwul (2019), Kumar (2011), Ayanwale *et al.* (2013), Nawazish, and Ahmed (2015), Haider and Shakib (2018) have found that there is a great impact of advertisement in consumer buying

behavior. Thus, emotional and environmental responses have a significant impact on consumer buying behaviors (Nawazish and Ahmed, 2015).

2.5 Summary and Research Gap

Literature indicates that most studies reveal that there is an impact of advertisements on consumer buying behavior. Some studies show that factors like rational, emotional, moral have an impact on consumer buying behavior which could be affected by the advertisement. However, most studies have been conducted in western developed countries but a few studies focused on Asian developing countries. However, very few of them focused on Bangladesh. Thus it will be interesting for the researcher to work on the topic. The study will help to know about the purchasing pattern and attitude of consumer during purchase of any product. It will also contribute in market research and help the industries in case of launching new products in the market.

Chapter III

MATERIALS AND METHODS

In science research, methodology plays an important role. Therefore, to achieve the aims of the study, a researcher should be very cautious in choosing methods and procedures for doing the analysis. In this section, the methodological procedure followed in the analysis was demonstrated.

3.1 Steps Followed During the Study

The survey methods of the research involve the following steps

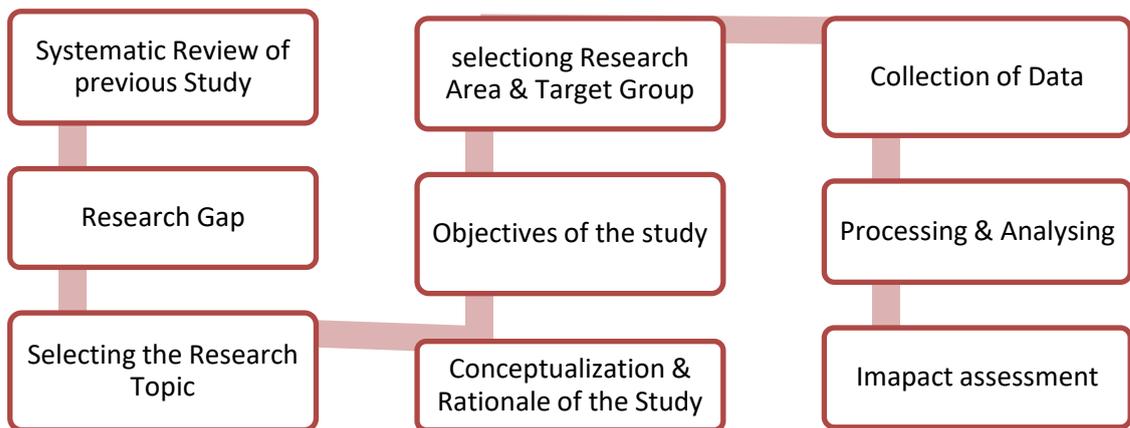


Figure 3.1. Flow Diagram of Research Methodology.

3.2 Study Area

The researcher selected Dhaka city to access the influence of advertisements on consumer buying behavior. There are many kinds of people living in Dhaka from different cities in Bangladesh who use different type of consumer products like, beauty and personal care products, clothing, food and beverage. There are several universities located in Dhaka and the researcher considered it more convenient to collect data from these university areas respondents. The researchers collected data mainly from Sher-e-Bangla Agricultural University, Dhaka University, Jahangirnagar University and Jagannath University.

3.3 Selection of sample and sampling techniques

The researcher collected data specifically from students, service holders, housewives, and other individuals living in those universities areas of Dhaka city who use different types of consumer product. In this study, a simple random sampling technique was used to select sample for the research. A simple random sampling method gives each respondent of the population an equal chance of being chosen.

3.4 Sample Size

This refers to the no. of items to be selected from the universe to constitute a sample. The size of sample should neither be expressively large not too small, it should be optimum. The Sample size in this research is 120 customers.

3.5 Data Collection Tools

The researcher collected data from the respondents by using the face to face interview with the help of a structured questionnaire.

3.5.1 Face to Face Interview

Data were collected through face to face interview in Dhaka city from August, 2019 to October, 2019. The response was collected from the respondents by using a questionnaire. Face to face interviews was selected rather than other methods because it helps to get as many details as possible of the respondents' feelings and it allows research to get high response rate quickly. Moreover, it allows the flexibility to ask some related questions which may not be included in the questionnaire.

3.5.2 Questionnaire

In this study, the questionnaire consisted of a five-point scale ranging from 1 (strongly disagreed with the statement) to 5 (strongly in agree with the statement). Each variable has several items/elements. The questionnaire was the self-development of items. Demographic data was part of the questionnaire. The questionnaire was created in English. However, by considering the English language efficiency of respondents, the questionnaire was translated into Bangla.

3.6 Ethical Issues

This study maintained all the ethical issues related to data collection and protection. Before starting the interview, the purpose of the study was clearly discussed with the participants and the participants had the right to decide regarding participation in the interview. The response was not saved by name of respondents to protect the confidentiality of personal information. Additionally, all information from the respondents was saved in a password protected device and not shared for any other purpose rather than completion of the study.

3.7 Statement of Hypotheses

A research hypothesis is a predictive assertion capable of being evaluated by scientific methods applied to independent variables and dependent variables. As defined by Goode and Hatt (1952), “A hypothesis is a proposition that can be put to a test to determine its validity. It may seem contrary to or in accord with common sense. It may prove to be correct or incorrect. In any event, it leads to an empirical test”. For the statistical test, each of the study hypotheses was transformed into null form. The null hypothesis notes that there is no association between the variables concerned. If a null hypothesis is rejected based on a statistical test, it is concluded that there is a relationship between the variables concerned. Null hypothesis was developed to direct the relevant data collection, analysis, and interpretation of the data.

H₀₁: Rational appeal does not positively affect consumer buying behaviour.

H₀₂: Emotional appeal does not positively affect consumer buying behaviour.

H₀₃: Moral appeal does not positively affect consumer buying behaviour.

3.8 Analytical Technique

The data obtained from the respondents were analysed and interpreted in accordance with the objectives of the analysis. Data analysis was conducted using the statistical treatment of the SPSS 22.0 (Statistical Package for Social Sciences) computer software. The researcher used SPSS because it a popular software for statistical analysis. Karl Pearson’s product moment method is used to calculate correlation coefficients.

$$r_{xy} = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$$

Where \bar{x} and \bar{y} are the means of the variables x and y respectively. Multiple regression techniques were used to test the significance of the hypothesis. In order to identify the determinants of consumer buying behaviour, a multiple regression model is used. The multiple regression model used is as follows:

$$CBB = \beta_0 + \beta_1 RA + \beta_2 EA + \beta_3 MA + \mu$$

Where

CBB = Consumer Buying Behaviour (Dependent variable)

RA = Rational Appeal (Independent variable)

EA = Emotional Appeal (Independent variable)

MA = Moral Appeal (Independent variable)

β_0 = Constant

β_i (i = 1,2,3,4) are estimates of the regression coefficient

μ = An error term measuring variation in consumer buying behaviour due to the independent variables.

3.9 Limitations

The primary limitation of this study was time constraints. Due to the limited time, it was difficult to achieve the target sample size. Thus this research considered 120 respondents' responses. Additionally, during the interview, it was difficult for the researcher to stop others from influencing the answers as interviews took place in the respondent's house or workplace.

Chapter IV

RESULTS AND DISCUSSION

The findings of the study and their interpretation have been presented in this chapter.

4.1 Socio-Demographic Characteristics of Respondents

The purpose of this section is to know the characteristics of the respondent. Different characteristics of the respondents have been presented in the following tables. These characteristics were discussed under the following sub-headings.

4.1.1 Gender of the Respondents

Data presented in the table 4.1 indicate that 52.5% of respondents were male and 47.5% were female. The impact of advertisements on consumer buying behavior is properly assessed. This shows that the majority of the respondents were male.

Table 4.1 Gender of the Respondents

Gender	Frequency	Percent
Male	63	52.5
Female	57	47.5
Total	120	100.0

(Field survey, 2019)

4.1.2 Age of the Respondents

Data presented in the table 4.2 indicates that 49.17% of the respondents were from the age group of 15-24 years, 39.17% of the respondents were from the age group of 25-34, 8.33% of the respondents were from the age group 34-44 years, 3.33% of the respondents were from the age 45 and above 45. This shows that majority of the respondents were aged between 15-24 years.

Table 4.2 Age of the Respondents

Age group	Frequency	Percent
15-24	59	49.2
25-34	47	39.2
35-44	10	8.3
45- >45	4	3.3
Total	120	100

(Field survey, 2019)

4.1.3 Marital status of the Respondents

Data presented in the table 4.3 indicate that the marital status of the sampled respondents, 29.2% of the respondents were married and 70.8% of the respondents were unmarried. This shows that the majority of respondents were unmarried.

Table 4.3 Marital Status of the Respondents

Marital Status	Frequency	Percent
Married	35	29.2
Unmarried	85	70.8
Total	120	100.0

(Field survey, 2019)

4.1.4 Educational Qualification of the Respondents

Data presented in the table 4.4 showed that 1.7% of the respondents qualification was SSC, 10.8% of the respondents qualification was HSC, 60.8% of the respondents qualification was were undergraduate, 24.2% of respondents qualification was post graduate and 2.5% of the respondents was Ph.D. holder. The majority of the respondents were students.

Table 4.4 Educational Qualification of the Respondents

Educational Qualification	Frequency	Percent
SSC	2	1.7
HSC	13	10.8
UG	73	60.8
PG	29	24.2
PhD	3	2.5
Total	120	100.0

(Field survey, 2019)

4.1.5 Monthly Family Income of the Respondents

Data presented in the table 4.5 indicate that 8.3% of the respondents' income range was 10000-15001, 50% of the respondents' income range was 15001-20000 and finally, 41.7% of the respondents' income range was above 20000. This information also shows their preference and views about the research topic.

Table 4.5 Monthly Family Income of the Respondents

Monthly Income	Frequency	Percent
10001-15000	10	8.3
15001-20000	60	50.0
>20000	50	41.7
Total	120	100.0

(Field survey, 2019)

4.1.6 Occupation of the Respondent

Data presented in the table 4.6 indicates that 54.17% of the respondents were students, 27.5 % were service holder, 8.3 % were businessman, 6.7% were housewife and 3.3% were unemployed. So the majority of the respondents were students.

Table 4.6 Occupation of the Respondents

Occupation	Frequency	Percent
Service	33	27.5
Business	10	8.3
Students	65	54.2
Housewife	8	6.7
Unemployed	4	3.3
Total	120	100.0

(Field survey, 2019)

4.2 Respondent Perception

The advertisement has an impact on consumer buying behavior as indicates by the view of the participants that were sharing the information.

4.2.1 Consumer Opinion on Advertisement about Product Availability

Data presented in the table 4.7 indicate that around 58.4% of the respondents have given a positive review that advertisement aware them about product availability. 21.7% of the respondents were neutral and the rest of the respondents disagreed. From the table, it can be said that advertisement helps consumers about product availability.

Table 4.7 Advertisement Aware about Product Availability

Scale	Frequency	Percent
Strongly Disagree	5	4.2
Disagree	19	15.8
Neutral	26	21.7
Agree	35	29.2
Strongly Agree	35	29.2
Total	120	100.0

(Field survey, 2019)

4.2.2 Consumer Opinion on Advertisement about the Product Availability

Data presented in the table 4.8 indicate that 25% of the respondent agreed that the advertisement aware them of product quality. 3.3% of the respondent strongly agreed. 29.2% of the respondents were neutral who were not interested in watching advertisements and the rest of the respondents disagreed. From the table, it can be said that advertisement helps consumers about product quality.

Table 4.8 Advertisement Aware about Product Quality

Scale	Frequency	Percent
Strongly Disagree	9	7.5
Disagree	42	35.0
Neutral	35	29.2
Agree	30	25.0
Strongly Agree	4	3.3
Total	120	100.0

(Field survey, 2019)

4.2.3 Consumer Opinion on Advertisement about the Product Features

Data presented in the table 4.9 indicate that 45% of the respondent strongly agreed that advertisement helps them about product features. 4.2% of the respondents were neutral who were not interested about watching advertisement and rest of the respondents were disagreed. From the table, it can be said that advertisement helps consumers about product features.

Table 4.9 Advertisement Helps to Understand the Product Features

Scale	Frequency	Percent
Strongly Disagree	3	2.5
Disagree	0	0
Neutral	5	4.2
Agree	58	48.3
Strongly Agree	54	45.0
Total	120	100.0

(Field survey, 2019)

4.2.4 Consumer Opinion on Advertisement about the Price

Data presented in the table 4.10 indicate that 53.3% of the respondents agreed that advertisement helps them with product features. 8.3% of the respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that advertisement helps consumers about product price.

Table 4.10 Advertisement Helps to Know the Price

Scale	Frequency	Percent
Strongly Disagree	0	0
Disagree	1	0.8
Neutral	10	8.3
Agree	64	53.3
Strongly Agree	45	37.5
Total	120	100.0

(Field survey, 2019)

4.2.5 Consumer Opinion on Advertisement about Product Sales Network

Data presented in the table 4.11 indicate that 34.2% of respondents disagreed that advertisements aware about product sales networks. 25.8% of respondents were neutral who were not interested in watching an advertisement and the rest of the respondents agreed. From the table, it can be said that advertisement doesn't aware consumers about product sales network.

Table 4.11 Advertisement Aware About Product Sales Network

Scale	Frequency	Percent
Strongly Disagree	22	18.3
Disagree	41	34.2
Neutral	31	25.8
Agree	22	18.3
Strongly Agree	4	3.3
Total	120	100.0

(Field survey, 2019)

4.2.6 Consumer Opinion on Advertisement that Advertisement Build an Idea in The Mind of Consumers When They View It for the First Time

Data presented in the table 4.12 indicates that 55.8% of the respondents agreed that advertisements build an idea in the mind when they view it for the first time. 15% of respondents are neutral who were not interested in watching advertisements and the rest of the respondents strongly disagreed. From the table, it can be said that advertisement has a first-time impression on the consumer.

Table 4.12 Advertisement Build an Idea in the Mind of Consumers When They View It for the First Time

Scale	Frequency	Percent
Strongly Disagree	3	2.5
Disagree	0	0
Neutral	18	15.0
Agree	67	55.8
Strongly Agree	32	26.7
Total	120	100.0

(Field survey, 2019)

4.2.7 Consumer Opinion on Advertisement that Advertisement Makes It Easy to Compare the Competitive Products

Data presented in the table 4.13 indicate that 41.7% of respondents agreed and 17.5% of the respondents strongly agreed that advertisement makes it easy for them to compare the competitive product. 23.3% of respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that the advertisement makes it easy to compare competitive products.

Table 4.13 Advertisement Makes It Easy to Compare the Competitive Products

Scale	Frequency	Percent
Strongly Disagree	4	3.3
Disagree	17	14.2
Neutral	28	23.3
Agree	50	41.7
Strongly Agree	21	17.5
Total	120	100.0

(Field survey, 2019)

4.2.8 Consumer Opinion on Advertisement that Advertisement with Happiness, Smile, Pleasant Moment Have Maximum Consumers Attention

Data presented in the table 4.14 indicate that 44.2% of the respondents agreed and 34.2% of the respondents strongly agreed that advertisement with happiness, smile, pleasant moment have maximum consumer's attention. 15.8% of the respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that advertisements with happiness grab more attention.

Table 4.14 Advertisement with Happiness, Smile, Pleasant Moment Have Maximum Consumers Attention

Scale	Frequency	Percent
Strongly Disagree	3	2.5
Disagree	4	3.3
Neutral	19	15.8
Agree	53	44.2
Strongly Agree	41	34.2
Total	120	100.0

(Field survey, 2019)

4.2.9 Consumer Opinion on Advertisement that Advertisement with Love Emotion Is the Most Memorable & Grab More Attention of Consumer

Data presented in the table 4.15 indicates 45% of respondents strongly agreed and 30.8% of the respondents agreed that advertisement with happiness, smile, pleasant moment have maximum consumer's attention. 16.7% of respondents were neutral who

were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that advertisements with love emotion grab more attention of consumer.

Table 4.15 Advertisement with Love Emotion Is the Most Memorable & Grab More Attention

Scale	Frequency	Percent
Strongly Disagree	2	1.7
Disagree	7	5.8
Neutral	20	16.7
Agree	37	30.8
Strongly Agree	54	45.0
Total	120	100.0

(Field survey, 2019)

4.2.10 Consumer Opinion on Advertisement that Advertisement with Humorous Makes You Happier & Grab Your Attention

Data presented in the table 4.16 shows that 34.2% of respondents agreed and 24.2% of the respondents strongly agreed that advertisement with humorous makes them happier & grab their attention.25.8% of respondents were neutral who were not interested in watching advertisements and the rest of the people disagreed. From the table, it can be said that advertisement with humorous grab more attention of consumer.

Table 4.16 Advertisement with Humorous Makes You Happier & Grab Your Attention

Scale	Frequency	Percent
Strongly Disagree	2	1.7
Disagree	17	14.2
Neutral	31	25.8
Agree	41	34.2
Strongly Agree	29	24.2
Total	120	100.0

(Field survey, 2019)

4.2.11 Consumer Opinion on Advertisement that Advertisement with Social Awareness Affect the Consumer More

Data presented in the table 4.17 indicate that 47.5% of respondents agreed and 40% of the respondents strongly agreed that advertisements with social awareness affect the

consumers more.9.2% of respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that advertisement has an effect on consumers about social awareness.

Table 4.17 Advertisement with social awareness affect the consumer more

Scale	Frequency	Percent
Strongly Disagree	2	1.7
Disagree	2	1.7
Neutral	11	9.2
Agree	57	47.5
Strongly Agree	48	40.0
Total	120	100.0

(Field survey, 2019)

4.2.12 Consumer Opinion on Advertisement that Colourful Multimedia Presentation of an Advertisement Influence the Consumer Buying Behavior

Data presented in the table 4.18 indicate that 35% of the respondents agreed and 10% of the respondents strongly agreed that advertisement with colourful multimedia presentation influence consumers buying behaviour. 38.3% of the respondents were neutral who were not interested about watching advertisement and rest of the respondents disagreed.

Table 4.18 Colourful Multimedia Presentation of an Advertisement Influence the Consumer Buying Behavior

Scale	Frequency	Percent
Strongly Disagree	3	2.5
Disagree	17	14.2
Neutral	46	38.3
Agree	42	35.0
Strongly Agree	12	10.0
Total	120	100.0

(Field survey, 2019)

4.2.13 Consumer Opinion on Advertisement that a Nice Jingle of an Advertisement Influence the Consumer Buying Behaviour

Data presented in the table 4.19 indicate that 41.7% of the respondents agreed and 40.8 of the respondents strongly agreed that advertisements with a nice jingle

influence consumer buying behavior. 15% of the respondents were neutral who were not interested about watching advertisement and rest of the respondents disagreed. From the table, it can be said that jingle of an advertisement is an important factor.

Table 4.19 A Nice Jingle Of an Advertisement Influence the Consumer Buying Behavior

Scale	Frequency	Percent
Strongly Disagree	0	0
Disagree	3	2.5
Neutral	18	15.0
Agree	50	41.7
Strongly Agree	49	40.8
Total	120	100.0

(Field survey, 2019)

4.2.14 Consumer Opinion on Advertisement that An Attractive Video of an Advertisement Influence the Consumer Buying Behavior

Data presented in the table 4.20 indicate that 38.3% of the respondents agreed and 15% of the respondents strongly agreed that a video of an advertisement influences consumer buying behavior. 28.3% of the respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that advertisement with an attractive video influence the consumer buying behavior.

Table 4.20 An Attractive Video of an Advertisement Influence the Consumer Buying Behaviour

Scale	Frequency	Percent
Strongly Disagree	4	3.3
Disagree	18	15.0
Neutral	34	28.3
Agree	46	38.3
Strongly Agree	18	15.0
Total	120	100.0

(Field survey, 2019)

4.2.15 Consumer Opinion on Advertisement About Repetition Of an Advertisement Influence Consumer Buying Behaviour

Data presented in the table 4.21 indicate that 40% of the respondents agreed and another 40% of the respondents strongly agreed that the repetition of an advertisement influences consumer buying behavior. 14.2% of respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed. From the table, it can be said that the repetition of an advertisement has its impact on the consumer.

Table 4.21 Repetition of an Advertisement Influence Consumer Buying Behaviour

Scale	Frequency	Percent
Strongly Disagree	1	.8
Disagree	6	5.0
Neutral	17	14.2
Agree	48	40.0
Strongly Agree	48	40.0
Total	120	100.0

(Field survey, 2019)

4.2.16 Consumer Opinion on Advertisement that It Is Important to Focus on Consumer Buying Behavior

Data presented in the table 4.22 indicate that 47.5% of respondents strongly agreed and 40% of the respondents agreed that it is important to focus on consumer buying behavior. 9.2% of the respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed.

Table 4.22 It Is Important to Focus on Consumer Buying Behavior

Scale	Frequency	Percent
Strongly Disagree	1	.8
Disagree	3	2.5
Neutral	11	9.2
Agree	48	40.0
Strongly Agree	57	47.5
Total	120	100.0

(Field survey, 2019)

4.2.17 Consumer Opinion on Advertisement that Advertisement Only Reaches a Certain Group of People

Data presented in the table 4.23 indicate that 35.8% of the respondents agreed that advertisement only reaches a certain group of people. 29.2% of respondents were neutral who were not interested in watching an advertisement and the rest of the respondents disagreed.

Table 4.23 Advertisement Only Reaches a Certain Group of People

Scale	Frequency	Percent
Strongly Disagree	11	9.2
Disagree	28	23.3
Neutral	35	29.2
Agree	43	35.8
Strongly Agree	3	2.5
Total	120	100.0

(Field survey, 2019)

4.2.18 Consumer Opinion on Advertisement that It Is Important to Consider the Media to Be Used for Influencing Consumer Buying Behavior

Data presented in the table 4.24 indicate that around 47.5% of the respondents agreed and 35% of the respondents strongly agreed that it is important to consider media to be used for influencing consumer buying behavior. 14.2% respondents were neutral who were not interested about watching advertisement and rest of the respondents disagreed.

Table 4.24 It Is Important to Consider the Media to Be Used for Influencing Consumer Buying Behavior

Scale	Frequency	Percent
Strongly Disagree	2	1.7
Disagree	2	1.7
Neutral	17	14.2
Agree	57	47.5
Strogly Agree	42	35.0
Total	120	100.0

(Field survey, 2019)

4.2.19 Consumer Opinion on Advertisement that Consumers Value the Company that Focusing on Effective Advertisement

Data presented in the table 4.25 indicate that 51.7% of the respondents agreed and 32.5% of the respondents strongly agreed that consumers value the company that focusing on effective advertisement. 12.5% of the respondents were neutral who are not interested about watching advertisement and rest of the respondents disagreed. From the table, it can be said that consumer value the company that focusing on effective advertisement.

Table 4.25 Consumers Value the Company that Focusing on Effective Advertisement

Scale	Frequency	Percent
Strongly Disagree	1	.8
Disagree	3	2.5
Neutral	15	12.5
Agree	62	51.7
Strongly Agree	39	32.5
Total	120	100.0

(Field survey, 2019)

4.3 Correlations Analysis

Table 4.26 Correlations

		RA	EA	MA	CBB
RA	Pearson Correlation	1	0.464**	0.506**	0.506**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	120	120	120	120
EA	Pearson Correlation	0.464**	1	0.471**	0.499**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	120	120	120	120
MA	Pearson Correlation	0.506**	0.471**	1	0.511**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	120	120	120	120
CBB	Pearson Correlation	0.506**	0.499**	0.511**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

The RA has a positive and moderate relationship with consumer buying behaviour at 1% level of significance. EA also has a positive and moderate relationship with consumer buying behaviour with 1% level of significance. Additionally, MA also has a positive and moderate relationship with consumer buying behaviour with 1% level of significance. The correlation is also a prerequisite for completing the regression on the research data. The data shows that there is a significant correlation between all the variables. The results in the case of correlation for all the variables is significant as the p-value is lower than 0.01.

4.4 Regression Analysis

The regression analysis is helping in understanding the relationship between the advertisement and consumer buying behavior. The R square explains that there is variance in the dependent variables that is consumer buying behavior that is brought by the advertisement.

Table 4.27 Multiple Regression Result

Variable	Coefficients	Std Error	T Statistics	Sig.
Constant	0.918	0.356	2.582	0.001
RA	0.316	0.109	2.887	0.005
EA	0.216	0.072	3.006	0.003
MA	0.255	0.086	2.946	0.004
R Square	0.391			
Adjusted R square	0.375			
F Statistics	24.785			

4.5 Interpretation of Result

Hypothesis 1: Rational appeal (RA) does not positively affect consumer buying behavior.

The beta value shows that 1 unit increase in the value of rational appeal (RA) would result in a 0.316 unit increase in consumer buying behavior, other variables being held constant. This means that rational appeal is a function of consumer buying behavior. Rational appeal shows statistically significant unique contribution in explaining consumer buying behaviour ($p < 0.01$), while t-statistics rational appeal also accounted for significant positive variation for dependent variable that is consumer buying behaviour ($t = 2.887$, $P < 0.01$). So the null hypothesis is rejected and the alternate hypothesis is accepted, meaning that Rational appeal has a significant effect on consumer buying behavior and has positive relationship with consumer buying behavior. A rational appeal to an advertisement is an indicator of effective advertising.

Hypothesis 2: Emotional appeal (EA) does not positively affect consumer buying behavior.

The beta value shows that 1 unit increase in the value of Emotional appeal (EA) would result in a 0.216 unit increase in consumer buying behavior, other variables being held constant. This means that Emotional appeal is a function of consumer buying behavior. The emotional appeal shows a statistically significant unique contribution in explaining consumer buying behavior ($p < 0.01$), while t-statistics emotional response also accounted for significant positive variation for the dependent variable that is consumer buying behaviour ($t = 3.006, P < 0.01$). So the null hypothesis is rejected and the alternate hypothesis is accepted, meaning that Emotional appeal has a significant effect on the consumer buying behavior and has positive relationship with consumer buying behavior. An emotional appeal to an advertisement is an indicator of effective advertising.

Hypothesis 3: Moral appeal (MA) does not positively affect consumer buying behavior.

The beta value shows that 1 unit increase in the value of moral appeal (MA) would result in a 0.255 unit increase in consumer buying behavior, other variables being held constant. This shows that moral appeal is a function of consumer buying behavior. Moral appeal shows a statistically significant unique contribution in explaining consumer buying behavior ($P < 0.01$). while the t-statistics of sensory stimulated advertising also accounted for significant positive variation for the dependent variable, that is consumer buying behavior ($t = 2.946, P < 0.01$) So null hypothesis is rejected and the alternative hypothesis is accepted meaning that moral appeal has a significant effect on the consumer buying behavior and have a positive relationship with consumer buying behaviour.

4.6 Discussion of Findings

The model is explaining that the three independent variables rational appeal, emotional appeal, and moral appeal have 31.9 % ability to predict the change that is brought about in the buying behavior of the people of Dhaka city mainly the people living in the universities area. The result obtained in the above tables the individual β in case of every variable indicates positive result overall positive relationship lies between the independent variable emotional appeal and the dependent variable consumer buying behavior. This is consistent with researches of Goldsmith and Lafferty (2002); Romanuik & Sharp (2004); Ayanwale et al, (2005); Nawazish & Ahmed (2015). A positive relationship also exists between the independent variable rational appeal and the dependent variable consumer buying behavior. A positive relationship exists between the independent variable moral appeal and the dependent variable consumer buying behavior.

The whole analysis explains that the independent variables rational appeal, emotional appeal, and moral appeal regressed the dependent variable consumer buying behavior and provided a considerable outcome where significant value (p) is less than 0.01, F value is equal 24.785, shows that the model has overall significance at 1% level. R square = 0.391 suggest that the model has a good fit. This indicates that 39.1% of the variation in consumer buying behavior is accounted for by variation in explanatory variables, suggesting that the model has an explanatory power on the changes in consumer buying behavior among variables.

Chapter V

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter deals with the summary, conclusions, and recommendations of the research.

5.1 Summary

The major findings of the study have been summarized in the following sections.

Advertising is a promotion mix subset and is one of the 4ps in the marketing mix. It acts as an effective tool in increasing awareness of goods. Advertising influences the public through mass media, but television has a mass scope and is the best advertising medium. Advertising can contribute to the brand choice of consumers. It affects customer behavior. The advertisement's influence on brands in people's memory also changes. Some companies do not attach importance to advertising their goods. Others use various advertising platforms to communicate their product message to their target audience, such as television, the internet (Facebook; Twiter, Instagram email) newspapers, advertisements, magazines, etc. The Research objectives were to determine the demographic profile of the respondents, to determine the impact of advertisement on consumer buying behaviour and finally, provide a research-based recommendation.

Different university areas of Dhaka city were selected as the location of the research. The total number of respondents was 120. An interview schedule was done for data collection according to the objectives of the research. According to the research topic the researcher selected three independent variables and one dependent variable. Before the finalization of the schedule, necessary corrections and modifications were made based on pre-testing results. Data were collected from August, 2019 to October, 2019. After that Collected data were analyzed and interpreted according to the objectives of the research. Statistical measures such as the number and percentage distribution, frequencies have been done to describe the demographic profile of the respondents. To interpret the relationship between the variables the researcher used correlation and multiple regression analysis.

Throughout the research, one percent (0.01) level of significance was used as the basis for rejecting any null hypothesis.

The research was concerned with the impact of advertisements on consumer's buying behavior in Dhaka city. Findings in this research are presented below. 52.5% were male respondents and 47.5% were female respondents. 49.17% respondents were from the age group of 15-24 years, 39.17% respondents were from the age group of 25-34 years, 8.33% respondents were from the age group of 35-44 years and 3.33% respondents were from the age group of above 44 years. 29.2% respondents were married and 70.8% respondents were unmarried. This shows that the majority of respondents were unmarried. 1.7% respondents' qualification were SSC, 10.8% respondents' qualification were HSC, 60.8% respondents' qualification were undergraduate, 24.2% respondents' qualification were postgraduate and 2.5% respondents' qualification were Ph.D. holder. 8.3% of the respondents' income range was 10000-15001, 50% of the respondents' income range was 15001-20000 and finally, 41.7% of the respondents' income range was above 20000. 54.17% of the respondents were students, 27.5 % were service holder, 8.3 % were businessman, 6.7% were housewife and 3.3% were unemployed. So the majority of the respondents were students. The whole analysis indicates that 39.1% of the variation in consumer buying behavior is accounted for by variation in explanatory variables, suggesting that the model has an explanatory power on the changes in consumer buying behavior among variables.

5.2 Conclusion

Advertising plays a significant role in the post-purchase process as it aims to increase the consumer's retention rate for a particular brand or product. That makes advertisements in the middle three stages a little different from the first and the last stages. The advertising purpose during the three middle stages is to manipulate the customer who chooses to go to a particular product to fulfill his current needs or desires. The advertising target in the first level, however, is to build needs and desires. While the commercial in the last stage has something to do with always being in contact with the consumer with new goods or services. This research was a study on the impact of advertisements on consumer buying behavior. For this reason, three independent variables, rational/logical appeal, emotional appeal, moral appeal were

considered. Based on the data analysis, it can be concluded that advertising has a significant impact on consumer buying behavior. Each variable has a statistically significant t-ratio. The findings are in line with the literature. This study may help marketers to understand what triggers a consumer's buying intention. They will decide which aspect of advertisement is most successful and which has a comparatively lower impact. Here, rational and moral advertisement has the most powerful effects.

5.3 Recommendation based on the results of research

- The target consumers should be carefully studied to understand their pattern of consumption and purchase preferences to ensure that the advertisements are effective.
- Efforts should be more focused on rational advertisements.
- Emotional and moral advertisement is recommended to influence consumer purchasing behavior, as these modes can affect user perception and encourage users to obtain advertising information.

5.4 Limitation of the study and further research recommendation

This study aimed to explore the impact of advertisements on consumer buying behavior in Dhaka city. To fulfil this purpose this study considered 120 respondents in Dhaka. This study did not consider the whole residence of Dhaka city. Additionally, the sample size was 120 which is not generalized. Thus, further research can be calculated in this area by considering more sample size to provide a generalized result.

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APPENDICES

Appendix 1. Questionnaire

1	Gender	<ol style="list-style-type: none">1. Male2. Female
2	Age	<ol style="list-style-type: none">1. 15-242. 25-343. 35-444. 45->45
3	Marital Status	<ol style="list-style-type: none">1. Married2. Unmarried
4	Educational Qualification	<ol style="list-style-type: none">1. SSC2. HSC3. UG4. PG5. PhD
5	Monthly Family income	<ol style="list-style-type: none">1. 5000-100002. 10001-150003. 15001-200004. >20000
6	Occupation	<ol style="list-style-type: none">1. Service2. Business3. Student4. Housewife5. Unemployment

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7	Does Advertisement aware you about product availability?					
8	Does Advertisement aware you about product quality?					
9	Does Advertisement help you to understand the product features?					
10	Does Advertisement help you to know the price?					
11	Does Advertisement aware you about the product sales network ?					
12	Does Advertisement build an idea in the mind of consumers when they view it for the 1st time?					
13	Does Advertisement make it easy to compare competitive products?					
14	Does Advertisement with happiness, smile, pleasant moment have maximum consumer's attention?					
15	Does Advertisement with love emotion is the most memorable & grab more attention?					
16	Does Advertisement with humorous makes you happier & grab your attention?					
17	Does Advertisement with social awareness affect the consumer more?					
18	Does a colourful multimedia presentation of an advertisement influence consumer buying behavior?					

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
19	Does a nice jingle of an advertisement influence consumer Buying Behaviour?					
20	Does an attractive video of an advertisement influence consumer buying behavior?					
21	Does the repetition of an advertisement influence consumer buying behavior?					
22	Do you think it is important to focus on consumer buying behaviour					
23	Do you think advertisement only reaches a certain group of people?					
24	Do you think it is important to consider the media to be used for influencing consumer buying behavior?					
25	Do you think consumers value the company that focuses on effective advertisement?					

Appendix 2. Raw Table After Analysis

Correlations

		Correlations			
		RA	EA	MA	CBB
RA	Pearson Correlation	1	.464**	.506**	.506**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
EA	Pearson Correlation	.464**	1	.471**	.499**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
MA	Pearson Correlation	.506**	.471**	1	.511**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
CBB	Pearson Correlation	.506**	.499**	.511**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Regression

Model	Variables Entered	Variables Removed	Method
1	MA, EA, RA ^b	.	Enter

a. Dependent Variable: CBB

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.391	.375	.45829

a. Predictors: (Constant), MA, EA, RA

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.617	3	5.206	24.785	.000 ^b
	Residual	24.364	116	.210		
	Total	39.981	119			

a. Dependent Variable: CBB

b. Predictors: (Constant), MA, EA, RA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.918	.356		2.582	.001
	RA	.316	.109	.254	2.887	.005
	EA	.216	.072	.259	3.006	.003
	MA	.255	.086	.260	2.946	.004

a. Dependent Variable: CBB

Appendix 2: Pictures During Data Collection

