IMPACT OF ADVERTISEMENT: AN EMPIRICAL STUDY OF FMCG PRODUCTS IN KSA

DR. MOHAMMAD NAQUIBUR RAHMAN*

*Associate Professor,
Department of Marketing,
College of Business,
Umm Al- Qura University,
Makkah Al Mukkaramah, Saudi Arabia.

ABSTRACT

The purpose of present study has been conducted to investigate the impact of advertisement on consumer behavior of university students (N = 150). This paper aims to explore the role of advertisement on attitudes towards buying behavior. A questionnaire has prepared to evaluate the impact of advertisement. The sample data has been collected from of college students of Umm Al-Qura University, Makkah between 18-24 age group. As a whole six brands has been taken into consideration as FMCG’s brand eg. Al-Safi, Al-Marai, Nadec, Jamjoum, Nada and Saudia. Interviews were made in respect of their co-relations with advertisements. As a result, formulation of chi-square, frequency and binomial test analysis were used and presented in tabular, bar graph, and pie chart format. These results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior. The model used therein influenced the consumers more as compared to traditional mode of advertisement. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior. The most preferred brand is Al Safi Milk and second preferred brand is Al- Marai Milk. Consumers were attracted and influenced by the flash of advertisement on the silver screen.

KEYWORDS: Consumer Buying Behavior, Impact of advertisement, College students.

INTRODUCTION

Advertising is a growing business in Saudi Arabia today. It has been gaining importance in its economy. The significance of advertising continues to increase year by year. The host of new products marketed, the expenses and the risks involved in launching them, and the low cost of personal selling are among the conditions which have placed a heavy responsibility on the
advertising industry. In Saudi Arabia, with its growing productive capacity and output, there is a need for finding consumers for this growing output, and advertising plays an important role in the process of moving the goods from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (gross national product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes. Many advertisers and agencies believe that advertising creates “magic in the market place” (Russell & Lane, 1996).

It is marked that with reference to the definitions of advertisement that over a period of time it has been changed the way advertising is perceived. However, in spite of all these changes advertising has always been a very strong branch of marketing, which has continued to influence. So basically advertising is an activity of creating consumer and enhancing sales effectiveness as well as controlling the cost of products. Advertisement plays a role in the marketing of products as it provides a buying power for various product operations by affecting the behavior of consumers. Television however occupies an important ingredient due to its extensive spread worldwide in general and particularly in Saudi Arabia.

The theoretical formulations of the advertising can be divided into four groups (Tellis, 2004; Fine, 1992; Krugman, 1965 ;). These four theoretical divisions are below mentioned.

1. Pressure-response theories
2. The active learning theories;
3. The low-involvement theories;
4. The dissonance reduction theories

Advertising is complex because many different advertisers try to reach many different types of audiences and many types of consumers. That’s why there are many types of advertising too, so that all types of consumers can be addressed. There is not just one kind of advertising; in fact, advertising is a large and varied industry and all types of advertising demand the creative, original messages that are strategically sound and well carried out (Wells et al., 1995).

Researchers are agreed on the following six fundamental principles on which advertising campaigns

1. Secure attention
2. Increase interest
3. To develop and sustain that interest;
4. To create desire
5. To incite action
6. To create credibility and brand emotion.

Media is the vehicle that is used for the delivery of the message. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation (Wells, Burnett & Moriarty, 2000).

Developing effective advertisements represent key ingredient marketing communications efforts. The advertising team should define the objective of advertisement; the target audience, the message theme used, the type of support needed, and any constraint apply. Then a creative works within the context of key advertising theories in selecting the correct media and designing a leverage point and message appeal that work effectively. The hierarchy of effects models suggest consumer move through a series of stages as they are persuaded to make a purchase

1. Awareness.
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Actual purchase.

The hierarchy of effects model can be combined with the three main elements present in attitudes; (1) cognitive, (2) affective, and (3) conative components. Advertisements are design to influence affective feelings cognitive knowledge, or conative intention to act or behave based on attitude. The process of designing ads for international markets is quite similar to that for domestic ads. The major difference is careful consideration of local attitudes with due care given to the language, custom and fashions’. (Kenneth E. Clow and Donald Baack, 2012)

1.1 RATIONALE OF THE STUDY

This study was conducted to find out the impact of advertisement on consumers buying behavior with reference to fast moving consumer goods (FMCG’s). Milk as a FMCG brand has opted to know the impact and effects of advertisement were investigated. Everywhere advertisement is involved in our daily life through on television, radio, newspaper, magazine and billboards are common through which advertisement reach us. Advertiser and marketers are more concerned to
know what are the consumer’s motives preferences options and their purchasing pattern and style in order to use different types of strategies to influence their consumer behavior.

METHODOLOGY

Before examining types of research designs it is important to be clear about the role and purpose of research design. We need to understand what research design is and what it is not. We need to know where design into the whole research process from framing a question to finally analyzing and reporting data.

1.2 OBJECTIVE OF THE STUDY

1. To study the impact of the advertisements on consumers behavior of college students.

2. To find out the preference regarding the most effective media for advertisement

3. To explore the impact of personality used in advertisements on consumer behavior.

4. To determine the impact of keyword/caption of advertisement on purchasing behavior of consumers.

1.2.1 SCOPE OF THE STUDY

This present study helps in exploring the impact of advertisement on customer behavior. It is understood that advertisement is not only use for awareness about the product and services it also play an important role in brand emotion, selection option and preference towards the products.

1.2.2 NEED OF THE STUDY

It is a matter of fact that all the companies spend a lot of money on advertisements to establish the product in market as well as brand. It is also important for the companies to know whether their advertisements are effective or not.

1.3 HYPOTHESES

A number of hypotheses were formulated in order to achieve the objectives of the study:

1. Appeal of advertisement will be positively related to its acceptance.

2. There would be an association between effective appeal and purchasing pattern.

3. Impact of appeal will be gender free.

4. Personality used in commercial will be positively associated with persuasion.

5. Personality used in commercials would have equal impact on both genders.

6. Caption / keyword of commercial will be associated with persuasion.
7. Keyword / caption will influence both genders equally.

1.4 DEFINITIONS OF VARIABLES

1.4.1 Appeal of Advertisement: Appeal is the slogan or need-creating stanza used in advertisement. Attractive personality, commercial’s keyword/caption and some information adding to knowledge come under the appeal of the advertisement of a specific brand.

1.4.2 RECOGNITION OF ADVERTISEMENT:

Recognition is the level of degree by which, a consumer depends on the advertisement’s awareness and appeal, keyword / caption, stanza, slogan and model celebrity.

1.4.3 CONSUMER BEHAVIOR:

Consumer decision making varies with the types of buying decision. The decision to buy milk, bread, a cake, personal computer and a new car all are very different. Expensive purchases are likely to involve more buyer deliberation and more participants.

1.5 RESEARCH METHODOLOGY

Before investigating the types of research designs it is important to understand the role and purpose of research design. It’s also required to know what type of research design is formulated. The main purpose of the present study is “To know the Impact of Advertisement of consumer buying behavior” on FMCG products among Saudi society. A survey was conducted amongst the college students of Umm Al-Qura University and a thorough analysis was made.

SAMPLE SIZE

A sample of “150” sample was taken for the purpose of study and analysis.

SAMPLING UNIT

Sampling unit consists of all consumers having interest in FMCG goods in Makkah City Saudi Arabia.

SAMPLING TECHNIQUE

Convenience sampling technique (non probability sampling) was used for the survey. Questionnaire filled by the selected customers.

Data Collection: data was collected through primary and secondary sources.

1. Primary data: primary data was collected with the help of structured questionnaire and personal interview.
2. Secondary data: Source of secondary data was collected with help of published reports, magazines, newspapers and the websites.

DATA INTERPETATION TOOLS

The most often tools used to Examine are SPSS

  • Percentage.
  • Pie Charts.
  • Chi square test.

HYPOTHESIS FORMULATION

It is basically a presumption which Researcher uses when they do research.

For objective one:

Null: - There is a no significant effect of the Advertisements on the brand preference of consumers.

Alternative:- There is a significant effect of the Advertisements on the brand preference of consumers.

For objective two:

Null: - There is no difference in the consumer preference regarding the most effective media for Advertisements.

Alternative: - There is a difference in the consumer preference regarding the most effective media for Advertisements.

2.1 SAMPLE

In this research, the sample comprising of 150 students (N = 150) selected from college students of Umm Al-Qura University, Makkah by convenient sampling technique. The sample size consist age group of 18 to 26 years. They all were viewers of electronic advertising.

2.2 SURVEY INSTRUMENTS

The main objective of the study was to analyze the impact of advertisements of Consumer behavior on college students of Umm Al Qura University Makkah University. The present study a self-explanatory questionnaire consisting of 25 fixed item answers was selected along with the guideline. Questionnaire items contained informative questions about advertised brand of milk and its consumption process. Question no. 1 about father's income consisted of two-response categories i.e. high-level income above Saudi Riyal 15,000 and low-level income up to SR 15,000. Question no. 2 the brand of Milk consisted of six brand names and one category of “any
other”. The items no. 3-20 of questionnaire had 3-response categories i.e., mostly, sometime, and never, whereas items no. 21-25 had two response categories i.e., yes and no. Basically the technique for coding of questions was that those questions reflecting high level of acceptability in favor of advertisement were given high scores and those which show lower level of acceptability were given low scores. So some questions were scored in negative direction. Coding scheme for question no. 11, 17, 19, 20 having response categories of mostly, sometime and never were assigned the score of 0, 1 and 2 respectively whereas coding scheme for question no. 3-10 and 12-18 having response categories of “mostly”, “sometime” and “never” with scoring 2, 1 and 0. Rest of the questions 21-25 have “yes” and “no” response category with 1 and 0 scoring. Score range of scale was 0–41.

2.3 RESEARCH DESIGN

The present study was completed in two phase

2.3.1 STUDY PHASE I

Sample and Procedure: The questionnaire was distributed according to the drop off method among the survey sample of college students of Umm Al Qura University. Procedure was that willing students were given the questionnaire with some instructions to help out in the completion of the questionnaire. Pilot study data were analyzed and results were formulated.

2.3.2 PHASE II (MAIN STUDY)

Sample and Procedure: After pilot study in phase II, a sample of N = 150 was used to collect the data. The Questionnaires were distributed by drop off method. The procedure was that willing students were given the questionnaire with some instructions to help out the filling of the questionnaire. After data collection it was analyzed by the help of SPSS.

RESULTS

3. DATA ANALYSIS

3.1 PHASE I

The data of 30 College students UQU were analyzed on the scores of “Impact of Advertisement” scale. As the first step the reliability of the scale was ascertained by Coefficient Alpha and validity of scale was measured by content and construct validity.

3.1.1 RELIABILITY ESTIMATES OF SCALE

The results indicated a significant Alpha Reliability Coefficient of scale for the sample of the study (r = .65).

The scale Impact of Advertisement, which was used in study was content valid. The content validity of the scale was high because each and every item of the scale measured the effectiveness of the advertisement. Each item was directly related to advertisement of particular
brand. The items inquired about the effective components of advertisement. The items measured different aspects of advertisement of particular brand, which might have an influence on consumers. If a procedure lacks reliability, it also lacks content validity (Heiman, 1995). The satisfactory reliability showed that the measure had content validity because if the reliability would not significant, the measure would not be content valid.

3.2 PHASE II (MAIN STUDY)

The second phase (Main Study) was carried out in order to see the effects of advertisement on consumer behavior with respect to soap brands (FMCG’s).

RESEARCH FINDINGS

The three basic things in advertisement that can influence the viewers were personality, caption, and appeal. Results in table no.1 showed that almost 43-82% respondents were persuaded to purchase the product due to advertisement, whereas 18% respondents were never persuaded (see Table 1).

<table>
<thead>
<tr>
<th>Response Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly Persuaded</td>
<td>65</td>
<td>43 %</td>
</tr>
<tr>
<td>Sometime Persuaded</td>
<td>58</td>
<td>39 %</td>
</tr>
<tr>
<td>Never Persuaded</td>
<td>27</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table No. 2 showed that 28% of the respondents were mostly influenced by the appeal and 49% were sometime influenced by appeal in the advertisement whereas 23% of respondents were never influenced from the appeal used in advertisement, which means that advertisement did effect consumer behavior to a greater extent. But to find out weather its effectiveness motivates them to purchase the product at once or not further analyses were done (see Table 2).
TABLE .2 FREQUENCY AND PERCENTAGES OF IMPACT OF APPEAL IN ADVERTISEMENT ON CONSUMER BEHAVIOR (N = 150)

<table>
<thead>
<tr>
<th>Response Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly Persuaded</td>
<td>42</td>
<td>28</td>
</tr>
<tr>
<td>Sometime Persuaded</td>
<td>74</td>
<td>49</td>
</tr>
<tr>
<td>Never Persuaded</td>
<td>34</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 3 revealed that the effectiveness of appeal and the purchase of product had non significant relationship \( \chi^2 (2) = 2.803, p = n.s \) (see Table 3)

TABLE .3 RELATIONSHIP BETWEEN EFFECTIVENESS OF APPEAL AND PURCHASING PATTERN (N =150)

<table>
<thead>
<tr>
<th>Appeal Immediate Purchase</th>
<th>Mostly</th>
<th>Some time</th>
<th>Never</th>
<th>Total x</th>
<th>( \chi^2 )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>10</td>
<td>15</td>
<td>3</td>
<td>28</td>
<td>2.803</td>
</tr>
<tr>
<td>No</td>
<td>32</td>
<td>60</td>
<td>30</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
<td>75</td>
<td>33</td>
<td>150</td>
<td></td>
</tr>
</tbody>
</table>

df=2, p= n.s

The third most persuasive component of advertisement was personality. Impact of personality used in commercial was also explored and results in the above table revealed that 38% of the consumers were mostly influenced by the personality used in advertisement of specific brand. But 26% consumers were never influenced by personality used in commercials (see table 4).
TABLE 4 FREQUENCY AND PERCENTAGES OF IMPACT OF PERSONALITY (N = 150)

<table>
<thead>
<tr>
<th>Response Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly</td>
<td>57</td>
<td>38 %</td>
</tr>
<tr>
<td>Sometime</td>
<td>54</td>
<td>36 %</td>
</tr>
<tr>
<td>Never</td>
<td>39</td>
<td>26 %</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100 %</td>
</tr>
</tbody>
</table>

The results also indicated that only 29% - 41% of consumers were influenced by keyword/caption used in advertisement of specific brand whereas 30% had no influence of keyword/caption (see Table 5).

TABLE 5 FREQUENCY AND PERCENTAGES OF IMPACT OF KEYWORD/CAPTION (N = 150)

<table>
<thead>
<tr>
<th>Response Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly</td>
<td>44</td>
<td>29 %</td>
</tr>
<tr>
<td>Sometime</td>
<td>61</td>
<td>41 %</td>
</tr>
<tr>
<td>Never</td>
<td>45</td>
<td>30 %</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Results in the table revealed that persuasion is highly positively $\chi^2 (4) = 21.53$, ***p <0.001 associated with keyword/caption used in commercial (see Table 6).

TABLE 6 RELATIONSHIPS BETWEEN PERSUASION AND KEYWORD/CAPTION OF ADVERTISEMENT (N = 150)

<table>
<thead>
<tr>
<th>Caption/Word-Persuasion</th>
<th>Mostly</th>
<th>sometime</th>
<th>Never</th>
<th>Total</th>
<th>$X^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly</td>
<td>26</td>
<td>27</td>
<td>12</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>Sometime</td>
<td>16</td>
<td>27</td>
<td>16</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>3</td>
<td>6</td>
<td>17</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>60</td>
<td>45</td>
<td>150</td>
<td>21.53</td>
</tr>
</tbody>
</table>

df = 4, ***p < 0.001
Results also revealed that brand mostly preferred by the respondents is Al Safi Milk and on second place they preferred brand Al-Marai Milk (See Table 6). The remaining products come after them.

DISCUSSION

PHASE I

The present study was aimed to determine effects of advertisement on consumer behavior. Psychometric properties of scale “Impact of advertisement” were also established on the sample of our study. The reliability estimate of the measure was computed to see the internal consistency of scale. The Coefficient Alpha of scale was .65, which was significant. All the items of scale were related to advertisement. It was very clear from one glance that each and every item of scale inquired about different aspects and components of advertisement with respect to its effectiveness. The items measured the effects of advertisement of different brand of soaps. The scale contained the questions about effective of components of advertisement.

PHASE II

The present study was carried out to see the impact of advertisement on consumer behavior of college students Umm AL-Qura University Makkah. Analysis of the data revealed that advertisement influenced the consumers to purchase the product at least once in their life. According to Wells et al. (2000) believability and trustworthiness is the essence of persuasion. In making ads more persuasive weightage is also given to psychographics along with demographics.

The ads might be persuasive because firstly it had exposure to the audience; secondly once the audience had been exposed to the message, they became attentive towards it (Tellis, 1987; Hansen & Gronholdt, 1987; Gullen, Thompson & Johnson, 1987; Calder & Sternthal, 1980). For that purpose advertisers designed intrusive ads, used loud and bold effects to attract viewers attention like “Good for health”. Next might be the function of originality to capture attention. Consumers noticed something that was new, novel and surprising like “strong good for health”. It can be said that in order to be more effective and persuasive, ads of specific brands carried all the characteristics of a great ad, which are strategy, creativity and execution (Wells et al., 2000).

Results also revealed that there was non-significant relationship between effective appeal and purchasing pattern of consumers. So it can be concluded that after watching the advertisement it is not necessary that people will rush to buy the product unless the product seems satisfactory to them. From these results it can be argued that people used active learning process in changing their attitudes towards particular brand.

A variety of factors can influence the persuasion of models that transmit marketing communications. The most investigated factor in persuasion is credibility and believability (Loudon & Bitta, 1994). The second component of advertising is personality used in commercials. The results indicated that the personality used in commercials of particular brands
of soap had the greater impact on consumers (Langmeyer & Shank, 1994; Cacioppo, Haugtvedt & Petty, 1992)

Results also revealed that the keyword caption used in commercials also had great influence on consumers. Keyword / captions are used in commercials as an influential and attention gaining components. Captions like (the new); (the improved) and (better than ever) attract the attention of consumers for life long period of time. It was also clear from results that there was a significant relationship between persuasion and keyword / caption of commercial. So it means that in order to fulfill the needs of innovations of consumers, advertisers repeat the same brands with these effective captions (English, 1994; Schmitt, Tavassoli, Millard, 1993).

CONCLUSIONS

Although the environmental factors are important in decision making and getting information but the most reliable and trustworthy source is the ad of particular brand. Opinion leaders (models) work as the informative agent, so advertisement becomes a reliable source. All these issues covering appeal phenomena including attractive personality, keyword / caption and source of information concluded that advertisement had a positive impact on consumers. In order to be more effective and influential in a positive manner, the ad of particular brand must have all the qualities of a good ad. In a nutshell it was concluded that advertisement appeal and its effectiveness was positively related. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects.

According to value expressive function of attitudes (Herek, 1987) consumers preferred brand was Al-Safi Milk and these findings explained that consumers purchased that particular brand because it seemed satisfactory to them.

REFERENCES


Colley, R. (1961). Defining advertising goals for measured advertising results. New York:


