

THE INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

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Introduction

Advertising is the non-personal communication of the information usually paid for and persuasive in nature about products or services by company through the various media (Datta, 2008). In this modern time, advertising has become an important way to promote products and services and is used for communication purposes. No company can become a market leader unless they invest lots of their income in promotional purpose (Hussainy, Riaz, Kazi, & Herani, 2008). According to the Malaysia Advertising Expenditure Report (2011, February), Celcom is the highest advertising expenditure company which is RM 12,599,000, while newspaper is the highest media of advertising expenditure chosen by marketers which make up 39.3 percent.

In today's environment, without advertising marketers could not deliver any information or message about their products or services to their viewers or buyers. Also, without advertising marketers could not create awareness about products and services for consumers to make purchase decisions. There are various types of advertising used by marketers such as social advertising, retail advertising, institutional advertising, product advertising, financial advertising, celebrity advertising and others. A different type of advertising has a different target of consumers.

Consumers have different perceptions towards advertising. It can be communication tools between buyers and marketers to provide information about the benefits of products to buyers, persuade buyers of certain products or it also can be an art, science and a profession. Advertising can be displayed in various media such as newspaper, radio, television, brochures, billboards and the internet.

The interest of this research is to find out the influence of advertising on consumer buying behavior and to examine the factors influencing it

(perception towards advertising, media in advertising and types of advertising). Therefore, the findings of this study hopefully can enhance the consumers' knowledge about different types of advertising used in the market and to differentiate each type of advertising. It can improve their understanding about advertising as well as can help them in making smart buying decisions when it comes to the context of advertisements' influences.

Literature Review

Almost everyone grows up in the world flooded with mass media such as billboards, films, video, internet, advertising, newspaper, music, movies, magazines and television (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on the viewer's mind, as its exposure is much broader (Katke, 2007). Russell and Lane (1996) argued that many organizations understand that advertisement is like magic because it changes consumers' behavior about the product in the market. According to Solomon (2013), if the consumer likes the advertisement, he is expressing, communicating and delivering his needs and desires to the marketer.

As a promotional strategy, advertising provides a major tool in creating product awareness and conditions the mind of a potential consumer to take a final purchase decision. As an advertiser, the primary mission is to reach potential customers and influence their awareness, attitudes and buying behavior (Ayanwale, Alimi, & Ayanbimipe, 2005; Adelaar, Chang, Lanchndorfer, Lee, & Morimoto, 2003). Ayanwale *et al.* (2005) conducted research on advertisement of Bournvita, among 100 respondents consisting of government employee, private employee and housewife. The research findings showed that 41 respondents like Bournvita, 37 respondents like Horlicks, 18 respondents like Boost, and 4 respondents like Complian. They found that advertising has a major influence on consumers' likeness for Bournvita food drink.

Advertising is complex because advertisers try to reach different types of audiences and consumers. Therefore, there are many types of advertising, so that all types of consumers can be addressed. A study was conducted by Asher (2010) on the effect of advertisement on buying behavior among 300 female respondents. In this study, the respondents were required to answer the questionnaire and asking the types of advertising most attractive to them. The research findings showed that 165 respondents chose product advertising, 51 respondents chose institutional advertising and 84 respondents chose celebrity advertising. These studies concluded that respondents were more familiar towards product advertising instead of other types of advertising.

Various studies have attempted to explain the perceptions consumers have toward advertising in order to understand how it influences consumers. In a pioneering study concerning the development of perceptions over time, it was found that consumers tend to hold both positive and negative attitudes toward advertising (Millan & Mittal, 2010). However, the study notes that while consumers criticize certain aspects of advertising, they do accept it as a part of life and on the whole, they have a favorable perception toward advertisements. Moreover, the study concluded that attitudes toward advertising on average have not changed considerably over time. In one study conducted by Hutchinson and Rothwell (2002), five groups of respondents have been chosen to answer the questionnaire about the perception towards advertising. Female respondents between the age of 20-25 years old think that advertising is a key of communication. Respondents felt life without advertising would be very dull and they could not receive the information about new products. Another research conducted by Ashish, Ambudi and Brijesh (2012), found that there was a small difference between the opinions of male and female respondents, as male respondents liked the advertisement from the first instance and did not express any negative views for this advertisement compared to female respondents, who felt uncomfortable initially with this advertisement.

According to Fill (2002), through advertising, a company can influence consumers by informing or reminding them of its products and services. Advertising is also used to persuade consumers and helps them differentiate a product or a company from their competitors in a certain market. Kotler, Keller, Koshy, & Jha (2009) suggest that advertising can be applied in building up a long-term image of a brand or generating quick sales. They also note that the mere presence of advertising may increase sales because consumers might believe that a brand that is advertised a lot must offer good value. Fill (2002) agrees with Kotler *et al.* (2009) in that products that are heavily advertised are perceived as being of higher quality and consumers are more likely to buy brands that are advertised.

Fill (2002) argues that according to the strong theory of advertising, much of advertising works on the basis that it can have an effect on the knowledge, attitudes, beliefs and buying behavior of a consumer. Advertising can persuade consumers to purchase a product that they have never used before. However, according to the weak theory of advertising, consumers' buying behavior and pattern of purchasing is more based on habit than by exposure to advertisements. The weak theory of advertising suggests that people only pay attention to the advertisements for those products that they have prior knowledge, in other words, products that they are already using or products that they have heard of before. The trial purchase of a product can be

provoked not only by advertising, but also retail availability and word-of-mouth.

Methodology

This research was a quantitative research. A self-completion questionnaire about the influence of advertising on consumer buying behavior was distributed to the consumers at Seri Kembangan, Selangor. This study takes the form of a descriptive research design with quantitative approach and no open-ended questions in questionnaire. Quantitative data are based on the meanings that have been derived from numbers and analyzed by using diagrams and statistics whereas qualitative data is based on meanings expressed through words and analyzed by using classification into categories and conceptualization. Therefore, the qualitative research method was not suitable for this study.

The population of this study was consumers at Seri Kembangan, Selangor area. There were 150 respondents in this survey. This research employed simple random sampling in the process of sample selection. First, this research chose the state which was Selangor as research location. Second, the researcher listed out all the cities and districts in the Selangor area before randomly choosing Seri Kembangan as the research location. According to the Local Authority Area and State (2010), Seri Kembangan is a multi-ethnic city which contains 18501 Malays, 34496 Chinese, 5325 Indian and 249 others.

In terms of measuring the media of advertisement which influence consumers, there were three items in total, of which two items were developed by Vishal (2009) and one item developed by Asher (2010). The next measurement in this study was about the types of advertisement that attract consumers. It consists of three items which was self-developed, by Asher (2010), and Vishal (2009) respectively. There were ten items used to determine the perception of consumer towards advertising, of which four items were developed by Anila, Fatima, Moeeza, Syed and Zain (2011), Bishnoi and Sharma (2009), and Vishal (2009). Whereas the other six items were self-developed. In addition to that, another ten items were also used to measure the influence of advertising on consumer buying behavior. Two out of ten items were self-developed and the rest were adopted from Anila *et al.* (2011) and Bishnoi and Sharma (2009).

The study instrument for the data collection was in the form of a questionnaire. The content of questionnaire was prepared in two languages which were Bahasa Melayu and English. As for data collection process, the questionnaire was distributed in the main entrance of Grand Union Supermarket, Seri Kembangan. The distribution questionnaires were divided into two sessions. The first session was during lunch time, which was from 12pm until 2pm. This is a peak hour for workers or consumers making purchases during lunch time. The second questionnaire distribution session was from 6pm until 8pm. During this period of time, consumers were able to shop or to purchase freely after work or dinner. The data were analyzed using Statistical Package for the Social Science (SPSS) 20.0 which is a computer program used for statistical analysis. Frequency, mean and percentage of demographic background of respondents were determined by descriptive analysis.

Findings and Discussion

Data for this study were used to describe the influence of advertising on consumer buying behavior. The results were represented in the following sections: (a) demographic characteristic of the sample and (b) descriptive statistics of the independent and dependent variables and results related to the research objectives.

Demographic characteristic of respondents

This section presents the demographic characteristics of respondents. As shown in Table 1, the aspects covered in this section included gender, race, marital status and occupation. A total of 150 respondents were chosen in the study, controlling the gender factor (male and female) with each factor 75 respondents. Therefore, there were 50.0 percent male and 50.0 percent female in this study. The majority of the respondents were Chinese, which was 83.3 percent and the remaining respondents were 13.3 percent Malay and 3.3 percent Indian. There was no other ethnic of respondents in this study.

In terms of marital status, the majority of respondents (80.0%) were single and the remaining 20.0 percent respondents were married. There are no respondents who were widowed or divorced in this study. In terms of occupation of respondents, the highest population was executive/administration, which were 32.0 percent and the second highest population were students (29.3%).

Table 1: Demographic Characteristic of Respondents

Variables	Frequency	Percentage (%)
Gender		
Male	75	50.0
Female	75	50.0
Ethnic		
Malay	20	13.3
Chinese	125	83.3
Indian	5	3.3
Others	0	-
Marital Status		
Single	120	80.0
Married	30	20.0
Widowed	0	-
Divorced	0	-
Occupation		
Self Employed/Businessman	9	6.0
Supervisory/Technical	5	3.3
Executive/Administration	48	32.0
Student	44	29.3
Lecturer/Teacher	3	2.0
Housewife	4	2.7
Sales/Marketing	17	11.3
Pensioner	1	0.7
Clerical/ Non-management	7	4.7
Others	12	8.0

Media of advertising that influence consumers

This section presents the media of advertising that influence consumers. As shown in Table 2, the data provided a rich input in terms of the media of advertising chosen by respondents based on three statements. There were 44.0 percent of respondents who obtained the product information from the internet and only 1.3 percent respondents who obtained the product information from the radio and billboard.

In terms of media advertising, there were 42.0 percent respondents who think that television was the advertising media which was more attractive and most preferred to them, and only 2.0 percent respondents agreed radio was the advertising media which was more attractive and most preferred to them. When discussing about the advertising media that affected respondents the most, 40.0 percent respondents chose the internet. There were only 2.7 percent respondents who agreed that billboard was the advertising media that affected them the most. From the analysis of this section, it is revealed that

television and internet were the advertising media that consumers obtain the product information, most attractive and most preferred to the consumers.

Table 2: Media of Advertising that Influence Consumers

Items	Frequency	Percentage (%)
Source of information about the product		
Television	50	33.3
Radio	2	1.3
Internet	66	44.0
Newspaper	24	16.0
Billboard	2	1.3
Leaflet	6	4.0
Advertising media that more attractive and most preferred		
Television	63	42.0
Radio	3	2.0
Internet	59	39.3
Newspaper	13	8.7
Billboard	8	5.3
Leaflet	4	2.7
The most affected advertising media		
Television	59	39.3
Radio	9	6.0
Internet	60	40.0
Newspaper	11	7.3
Billboard	4	2.7
Leaflet	7	7.7

Types of advertisement that attract consumers

This section presents the types of advertisement that attract consumers. Table 3 as shown below was the result about consumers’ preferred type of advertisement. The result was obtained by using three statements. According to 42.0 percent of the respondents, product advertising was the advertisement type which was most attractive for them. Example of product advertising is DOVE shampoo advertising. In contrast, equal percentage of respondents chose for social advertising and institutional advertising as their most attractive advertisement, which made up 10.0 percent respondents. An example of social advertising is advertisement for collecting donations for war victims, while an example of institutional advertising is alcoholic advertisement encouraging drinkers to not drink and drive.

When discussing about the types of advertisement which affected respondents the most, 44.7 percent of respondents chose for product advertised. However, there were only 8.7 percent of respondents who agreed that financial advertising was the advertisement type that affected them the most. An example of financial advertising is Citibank credit card advertising. On the other hand, there were over half of the respondents (66.0%) who agreed that product advertising was the advertising type that they see most frequently in daily life. It means that respondents were more in contact with product advertising than other types of advertisement. Only 1.3 percent respondents stated that the advertisement they see most frequently was institutional advertising.

For the analysis result of this section, this study found that product advertising was getting the highest percentage in these three statements. It can also be concluded that most of the respondents like or prefer the product advertising compared to others and are affected by it.

Table 3: Types of Advertisement that Attract Consumers

Items	Frequency	Percentage (%)
The most attractive advertisement type		
Product Advertising	63	42.0
Financial Advertising	17	11.3
Celebrity Advertising	40	26.7
Social Advertising	15	10.0
Institutional Advertising	15	10.0
The most affected advertisement type		
Product Advertising	67	44.7
Financial Advertising	13	8.7
Celebrity Advertising	30	20.0
Social Advertising	24	16.0
Institutional Advertising	16	10.7
The most frequently see advertisement type		
Product Advertising	99	66.0
Financial Advertising	20	13.3
Celebrity Advertising	22	14.7
Social Advertising	7	4.7
Institutional Advertising	2	1.3

Perception of consumer towards advertising

In this context, respondents were asked to answer ten statements which were shown in Table 4. The result was used to assess respondents' perception

towards advertising and the Cronbach's alpha was 0.791 which means that there was an internal consistency and reliability of psychometric test scores for a sample of examinees.

On average, a total of 40.7 percent respondents have a neutral attitude towards advertisement which gives a true picture of consumer products being marketed and 47.3 percent respondents have a neutral attitude when asked if the information of product provided in the advertisement was reliable. A neutral attitude here means that the respondents either have not made up their mind, or they do not know about the subjects in which the items were asking. In addition, there were only 3.3 percent respondents who do not agree that information about the product provided in the advertisement is reliable.

Besides this, there were more than half of the respondents (54.0%) who agree that the main objective of the advertisement was to increase the sale of product and only 1.3 percent respondents strongly disagreed about it. In addition, there were 38.7 percent respondents seem to be not very sure on whether or not the demand for consumer product purchases can be influenced by advertising.

On the other hand, 49.3 percent of respondents agreed that information provided in advertising can affect their opinion to the consumer product and only 1.3 percent respondents argued that advertising can help them to make decision in purchasing the product. From the result as shown in Table 4, 55.3 percent respondents supported that advertising is a professional way for marketers to promote their product while only 2.7 percent respondents argued that advertising is an art.

As a conclusion of this section, this study found that advertising can help marketers promote the products and increase their profit. Respondents also agreed that advertising can affect their decision making in purchasing product.

Table 4: Perception of Consumer towards Advertising

No.Statement	1	2	3	4	5
	(%)				
1. Advertisement gives a true picture of consumer products being marketed	4.0	23.3	40.7	28.0	4.0
2. The information of product provided in advertisement is reliable.	3.3	24.7	47.3	23.3	13.0

Table 4 (continues)

No.Statement	1	2	3	4	5
	(%)				
3. The main objective of advertisement is increase the sale of product.	1.3	3.3	13.3	54.0	28.0
4. Product advertising can increase the profit of marketers.	0.7	3.3	21.3	58.0	16.7
5. I feel my demand for consumer product purchase is influenced by advertising.	2.0	16.7	38.7	36.7	6.0
6. Advertising can prevent me cheated by marketers.	12.7	35.3	31.3	17.3	3.3
7. Information provided in advertising affects my opinion to the consumer product.	2.0	8.0	39.3	49.3	1.3
8. Advertising can help me make decision in purchasing product.	1.3	12.7	34.0	47.3	4.7
9. Advertising is a professional way for marketers to promote their product.	0.7	4.0	22.0	55.3	18.0
10. Advertising is an art.	2.7	7.3	24.7	40.7	24.7

Note: 1= Strongly Disagree; 2= Disagree; 3=Neutral; 4=Agree; 5= Strongly Agree
Cronbach's alpha= 0.791, Variance= 29.713

The influence of advertising on consumer buying behavior

To measure the construct, respondents were asked to answer ten statements which were shown in Table 5. Respondents were required to answer the questions based on the scale which ranging from strongly disagree to strongly agree. This result was used to assess the influence of advertising on consumer buying behavior and the Cronbach's alpha was 0.90 which means that there was an internal consistency and reliability of a psychometric test score for a sample examined.

Based on the result, the study found that 44.0 percent respondents have neutral attitude with their purchase of a consumer product by getting attracted to the advertisement and 40.7 percent respondents seemed to be not very sure about whether the advertisement was necessary for them in decision making.

Besides this, 40.7 percent respondents felt good when they watched the advertising of the product they were already using and 47.3 percent respondents agreed that advertising can increase the frequency of purchase. There was only 0.7 percent respondents who argued that advertisement can create an inert feeling to try out a consumer product and they do not think that advertising can make the purchase of product easier.

On the other hand, there were almost half of the respondents (44.0%) who seemed to be not very sure whether advertising can help them to find and buy the best consumer product and 42.7 percent respondents agreed that exposure to advertisement will enhance their involvement in purchasing product. There were only 3.3 percent respondents who argued that advertisement can enhance their involvement in purchasing a product.

For the analysis result of this section, this study found that advertising can affect the respondents in making decision to purchase a product. Advertisement creates an inert feeling to them to try out a consumer product even though they do not require them.

Table 5: The Influence of Advertising on Consumer Buying Behaviour

No.Statement	1	2	3	4	5
	(%)				
1.I purchase a consumer product by getting attracted to the advertisement.	0.7	18.7	44.0	34.7	2.0
2. Advertisement is necessary for me in decision making.	3.3	24.7	40.7	30.0	1.3
3.I feel good when I watch the advertising of the products I am already using.	1.3	11.3	34.7	40.7	12.0
4. Advertising induced me to buy products for enjoyment even though I do not require them.	0.7	34.0	35.3	27.3	2.7
5. I mostly purchase the product shown in advertising	6.0	29.3	42.7	20.7	1.3
6. No doubt. Advertising increases the frequency of purchase.	4.0	12.0	26.0	47.3	10.7
7. Advertisement creates an inert feeling to try out a consumer product.	0.7	7.3	31.3	54.0	6.7

Table 5 (continues)

No.Statement	1	2	3	4	5
	(%)				
8. I feel advertising make the purchase of products easier.	0.7	12.0	36.0	47.3	4.0
9. Advertising help me to find and buy the best consumer product.	4.0	20.0	44.0	30.0	20.0
10. I feel that exposure to advertisement has enhanced my involvement in purchasing product.	3.3	11.3	40.7	42.7	2.0

Note: 1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree
Cronbach's alpha= 0.90, Variance= 45.116

Conclusion

The general purpose of this study is to explore the influence of advertising on consumer buying behavior. From the aspect of determining the media of advertisement that influence consumer buying behavior, the result of descriptive analysis showed that television and internet are the favorite media advertisement of respondents and affected respondents the most. It is because in this modern time, almost every respondent has television and use internet in their daily life. Respondents always obtain the product information from television and internet.

In terms of the objective to determine the types of advertisement that influence consumer buying behavior, the results showed that product advertising had the highest percentage compared to others. It means that respondents watched product advertising and celebrity advertising more frequently and were attracted by this type of advertising. Therefore, product advertising is influencing the respondents the most.

As a conclusion, advertising plays an important role in delivering product information to consumers. Advertising is the non-personal communication of the information usually paid for and persuasive in nature about products or services of the company through the various media. Without advertising, marketers could not deliver any information or message about their products or services to their viewers and buyers.

Nowadays, consumers frequently obtain product information from the television and internet. This is due to the fact that television and internet are the two most common media advertisement that they have been in contact with and almost everyone has television and use internet in their daily life.

Therefore, television and internet will always be the most attractive media advertisement and affected consumers the most.

On the other hand, product advertising is the favorite type advertising for consumers. Product advertising is delivering the product information to consumers, such as shampoo, food, clothes and others. Every consumer is using this product, so that they rely more on this type of advertisement and affected by it.

Besides this, based on the analysis result, perception towards advertising of consumers can influence the consumer buying behavior. If consumers like and agree with the advertising, they will purchase the product or services. In contrast, if consumers do not rely on the advertising, it would not bring any information to them and also do not bring any affect to them.

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