

Nexus between Advertising and Consumer Purchase Decision: Study of Punjab, Pakistan

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Abstract

The study investigates the factors affecting the advertising towards the consumer purchase decision of any product. The aim of this study is to read other reviewers and discover the factors that influence individual consumer decisions. Most product users read reviews to buy a product, so the quality and quantity of that product are important. In this study, two factors, such as independent variables (advertising), influence consumer purchasing decisions. The study models 1000 product users. Relief Examples of techniques are used because data is collected only by students. The results of this study show that advertising is closely related to consumer purchasing decisions. Therefore, advertising has a positive impact on consumer decision-making. In addition, many reviews have a positive effect on product intent. This research allows the manager to fully understand the factors that customers believe are important when making purchasing decisions. Therefore, this research helps managers to develop their marketing strategies.

Keywords: advertising, consumer purchase decision, promotion, consumer behavior

Introduction

Advertising is very important in bringing a new brand to market. There are still ads, but they may not be known to everyone. Advertisers now use every conceivable means to spread their message. It is through television, print (newspapers, magazines, books, etc.), radio, print, Internet, direct marketing, message collection, message, competition, support, advertising, clothing, events, color, sound, Decorate as well as People (Kao and Du 2020). Advertisers often look for cautious ways designed to get the attention and awareness of their product that goes against their expectations of their purchase. In a world of constant focus, the focus is on achieving these goals. One endeavor at such a system includes the utilization of a big name representative (Bayer, Srinivasan et al. 2020). The value impact of promoting has been an all-around investigated subject in both advertising and financial matters (Abbas 2020). As indicated by numerous financial specialists, advertising customarily is seen as a technique of separating the brands in a market. Advertising is one of the most established segments of business; put something aside for

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cash and exchange. When items and administrations emerged, so did the need to make them known (Evans, Phua et al. 2017). The most established affirmed bit of promoting goes back to 3,000 B.C. In fact, it was a print advertisement from antiquated Egypt advancing the catch and return of a gotten away slave. Unexpectedly, the promotions additionally made reference to the slave proprietor's shop — a carpet business — which innately publicized his retail facade, as well. The slave was never gotten, yet the mat proprietor discovered a fresh out of the plastic new technique for acquiring movement (Voorveld, Van Noort et al. 2018). Separating promoting frequently guarantees that the supporting brand contains one kind of arrangement of traits, which picks up it a top-notch observation in the commercial center a vital measure of brand value. In this period of machinery, new things are delivered regular. Market is made for these things through advertisement. Businessmen promote their products in different ways and in this manner spread an information of their product among the clients (Bilgin 2018). People are starting to feel the need to pay attention to a product they have never heard of. I.e. reported. This is the basis of trade in industries. No business can remain in the business world without commercial (Alalwan 2018). An effective specialist is one who grabs away cash from even the most tightfisted and hesitant client. In this way, the business world turns on the rotate of promotion. SAs the world is advancing, so the methods for promotion are likewise expanding.

We as a whole realize that huge notices are stuck on the dividers, and handbills are disseminated to propel the offer of merchandise (Mabkhot, Shaari et al. 2017). In today's business, advertising plays an important role in building the relationship between buyer and seller. Advertising is how a customer sees the supply and usefulness of a product in the market. Today, the business model is becoming more complex and controversial. So businessmen spend high amount of cash on commercial and this is a highly beneficial for their product (Sanwal and Ullah 2021). A decent advertisement must have certain characteristics. To begin with, it ought to be founded on human-brain science. A thing implied for women, ought to be advertised so that they are pulled in towards it. On the off chance that men are to be clients, at that point it should engage their preferences. Products for various pay gatherings ought to be advertised, contemplating their obtaining power. An engine vehicle is a thing for the rich (Liu-Thompkins 2019).

This research has been very important because it is addressing the following three gaps.

- The first and very important gap is geographically (Punjab) changes.
- Second gap is its population sample (universities' students)
- And third is its variable combination makes it unique.

There are extensive numbers of competitors offering numerous items to fulfill the requirements of buyers. All the significant competitors are spending high promoting spending plans however there isn't a clear increment in customer acquiring, so there is a need to recognize those key showcasing channels that influence Consumer Purchase Decision.

Significant of the present study provides more information advertising and related factors that affecting the buying intentions and consumer purchase decision become loyal customers or create positive word of mouth.

Few studies have been conducted in universities, and this study has helped to increase the level of knowledge about advertising. This study provided a media organization to broaden the understanding of the key factors that affected trade in Punjab. This study is very useful for entrepreneurs to measure the importance of their names in the eyes of university students by analyzing their responses and opinions. The company's main objective is to make a profit in a more competitive way by satisfying customers by constantly improving its products to meet market demands and the problem the researchers measures in this research Nexus between advertising and Consumer Purchase Decision: A study of Punjab, Pakistan with the help of questionnaires.

Literature Review

Consumer Purchase Decision

The underlying focal point of marketing research has been about consumers' affiliations and their convictions about the qualities of the brand. However, examined marketing in purchaser benefit settings, what was observed to be more essential was the brand's "which means" that the clients got from the administration encounters they have. In these circumstances the disrepute of the organization can impact the purchaser procedure and utilization encounter(Mabkhot, Shaari et al. 2017). Hence, suggests that "the organization" turns into the essential brand instead of the item. In numerous business showcases the organization's administration likewise assumes a noteworthy job in light of the fact that there is a requirement for specialized guidance about the items(Ramesh, Saha et al. 2019). Subsequently, similar to buyer benefit showcases, the organization's notoriety is probably going to have a vital impact on the purchasing forms that is diverse to the item particular impact of the brand's picture. Given that there are generous advertising interests in building brand picture and building organization notoriety, this is a region requiring examination(Shabbir, Khan et al. 2017). While there has been impressive research about marketing and friends' disrepute, these two floods of research have been to a great extent autonomous. Recently there has been an endeavor to comprehend the diverse impacts of organization notoriety and brand picture on purchasing forms. In business markets usually for the

organization's name to likewise be the brand name over a scope of item gatherings (Ansary and Hashim 2018).

Advertising

Advertising is content; It is clear to support a leader or an idea; Gathered forums; It involves a lot of movement and sight. Distribute your marketing message to the media paid by a support representative. (Alalwan 2018). "Any paid type of non-individual correspondence of thoughts, merchandise, or administrations by business firms is recognized in the promoting message expected to prompt a deal quickly or in the long run". "the planning of visual and oral messages and their dispersal through paid media to make individuals mindful of and positively slanted towards an item, mark, benefit, establishment, thought or perspective (Yun, Segijn et al. 2020). Where promoting is gone for presenting an item or administration which has been recently created or designed, it is known as essential interest advertising (Aksu, Babun et al. 2018). Such commercials are coordinated towards a class of clients for items like vehicles, clothes washers, coolers, T.V., or watches. This is additionally depicted as specific interest promoting. A decent notice must have certain characteristics (Poels and Dewitte 2019). To begin with, it ought to be founded on human-brain research. A thing implied for women, ought to be promoted so that they are pulled in towards it. On the off chance that men are to be clients, it should interest their preferences. Products for various salary gatherings ought to be publicized, thinking about their acquiring power. An engine vehicle is a thing for the rich. Its notice must be contact the attitude of the rich (De Jans, Cauberghe et al. 2018). Usha Sewing Machine ought to be promoted so that the family man, with normal pay, may feel the monetary focal points of the speculation of his cash on it. Furthermore, notices ought to be appealing. This is extremely fundamental. Individuals look towards a notice just on the off chance that it is attractive and advertising play an important role for enhancing globalization (Akram, Khan et al. 2022). Great, fascinating pictures are extremely viable frame this perspective. We as a whole think about Consumer Purchase Decision. The notices to demonstrate that nature of the fabric show a man wearing a suit of brand. He seems amusing and uneasy as his suit has left fit by washing. Another man is indicated wearing a suit of brand (Lee and Cho 2020).

Relationship between Advertising and Consumer Purchase Decision

The idea of marking speaks to one of the focal fundamentals of promoting. Different meanings of a brand show up in the writing. (Klein, Völckner et al. 2019) characterizes a brand as "a name, term, sign, image or structure or mix of them, which is proposed to recognize the products of one dealer or gathering of venders and to separate them from those of contenders". This and comparable sort definitions

neglect to catch the pith of what marking includes or accomplishes (Amron 2018). Definitely framed in level, conceptual and dormant dialect such definitions center essentially around the elements of brand personality and all things considered neglect to catch the substance of marking. While marking furnishes both the client and friends with functional advantages, for example, ID, taking care of, following and so on, the advancement of brand picture includes the advertiser in reviving a natural item. Essentially, he/she is blessing it with an unmistakable identity and human attributes according to the customer. In doing as such he/she is building up an undetectable, yet attractive connection among brand and customer by including the brand in the realm of the buyer (Van den Broeck, Zarouali et al. 2019).

Hypothesis

H1: The advertising has significant impact on Consumer Purchase Decision.

Theoretical Framework

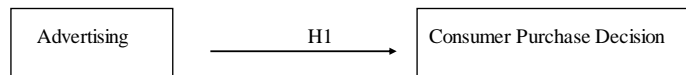


Figure 1.

Research Methodology

Quantitative study deals with measurable, quantitative properties of any phenomenon. As data is collected from the population through questionnaire, so study is quantitative b in nature. The data is collected from sample of population only at one time, so the research design of this study is cross-sectional in nature. This study is casual because the independent variable is the factor (cause) which is affecting the Consumer Purchase Decision (effect).

Table 1

Instrument Adaptation

Sr.no.	Variables	Items	Adapted from study	Cronbach alpha
1	Consumer Purchase Decision	5	(Cretu and Brodie 2007)	0.890
2	Advertising	5	(Park and Lee 2008)	0.768

Population of study refers to total number of people in the group that sample represent. The selected population of this study is eight universities of Punjab region. The Eight universities are University of Punjab, University of Okara, GC University Faisalabad,

University of Gujrat, Ghazi University, Bahauddin Zakariya University, Institute of Southern Punjab and University of Education. The reason for selection of only these eight universities is convenience. The part of population that is under examination to gather the information needed for the study is known as sample. One thousand (1000) questionnaires are administered through personally visiting the universities. The sampling technique used in this present study is convenience sampling technique. The unit of analysis of this study is the Consumer Purchase Decision through advertising belonging to any of the selected eight universities. The nature of data is primary because data has no prior existence. It is generated and collected at same time. The data is collected through five-point Likert scale questionnaires which determine the impact of advertising on Consumer Purchase Decision.

Data Analysis and Results

In this chapter, data is analyzed through statistical test, first of all the reliability is tested of all the items of all the variables as follows.

Reliability Analysis

According to Nunnally (1987), if the value of Cronbach's alpha is greater than 0.7 then the instrument will be reliable. The table depicted that the value of Cronbach's alpha of all variables greater than 0.7, so the instrument is reliable. (Leech, Barrett et al. 2004). The validity of questionnaire is checked by educational experts.

Table 2

Inter item consistency-Cronbach alpha

Variable name	Cronbach's Alpha	No of Items
Advertising	0.740	5
Consumer Purchase Decision	0.809	5
Total	0.931	10

Demographic Analysis

Table 3

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	640	64.0	64.0	64.0
Valid Female	360	36.0	36.0	100.0
Total	1000	100.0	100.0	

Table 4

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	120	12.0	12.0	12.0
	23-26	600	60.0	60.0	72.0
	27-30	240	24.0	24.0	96.0
	31-35	40	4.0	4.0	100.0
	Total	1000	100.0	100.0	

Table 5

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduation	230	23.0	23.0	23.0
	Master	490	49.0	49.0	72.0
	M. Phil	270	27.0	27.0	99.0
	PhD	10	1.0	1.0	100.0
	Total	1000	100.0	100.0	

Frequency distribution tests have been used, to analyze the demographic features of data like Gender, Age and Qualification. The result of frequency distribution depicted that most of the respondents are male. The individuals aged 23-26 years showed highest overall response rate is of 60percent. Respondents who have (Master) level of Qualification, showed higher response rate percent that is 49%. The respondents who participated mostly don't have working experience. The pie charts of all frequency's distribution are shown in appendix.

Table 6

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
Advertising	1000	1.40	4.60	3.5620	.50428	-1.367	.241
Brand Image	1000	2.80	4.40	3.7660	.38038	-.623	.241

Valid N_{listwise} = 1000

Descriptive statistics explained the trend and level of existence of variables. The minimum and maximum showed the correctness of data and it should be in limits of measurement scale of instrument. As shown above, the maximum and minimum values are in the range from 1 to 5 Likert scale. No value is less than 1 and no value is above than 5 for all the independent and dependent variables. The mean of all variables is greater than 3 that mean all the average of responses lies in the agreement area. The values of skewness should range from -1 to +1 while kurtosis should range from -3 to +3 and this is acceptable range. (Sekaran and Bougie 2003). It is evident that all the statistics of skewness and kurtosis is within the acceptable range. So, data collected for this study is normal. This is also first and foremost assumption of regression analysis.

Correlations Analysis

Table 7

Correlations Analysis

		Advertising	CPD
Advertising	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	1000	
CPD	Pearson Correlation	.268**	1
	Sig. (2-tailed)	.007	
	N	1000	1000

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

The correlation between the independent variables (Advertising) and dependent variable (Consumer Purchase Decision) showed the value of .268 respectively. If the value of Pearson correlation coefficient is between -0.3 to +0.3 then there exists a weak relationship between the variables. If the value of Pearson correlation coefficient range is 0.3-0.7 then there exists a moderate relationship. And above 0.7 shows strong relationship between variables. Advertising have positive relationship with Consumer Purchase Decision.

Regression Analysis

Table 8: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
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1	Advertising ^b	.	Enter
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a. Dependent Variable: CPD

b. All requested variables entered.

Table 9

Model Summary^b

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
1	.268 ^a	.072	.063	.34453	1.821

a. Predictors: (Constant), Advertising

b. Dependent Variable: CPD

Table 10

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	.903	1	.903	7.606	.007 ^b
1	Residual	11.633	98	.119		
	Total	12.536	99			

a. Dependent Variable: CPD

b. Predictors: (Constant), Advertising

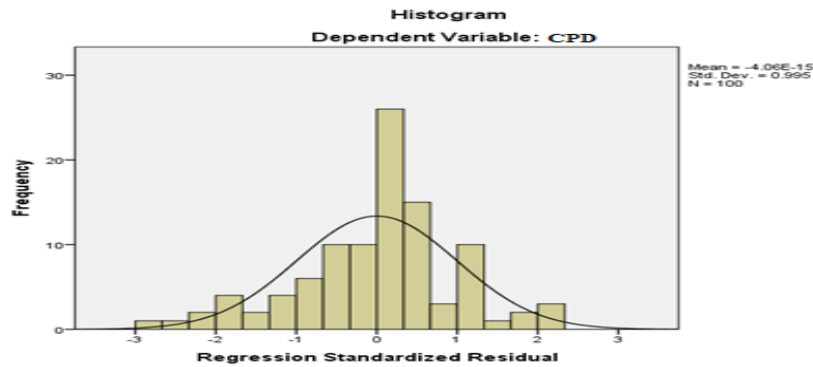
Table 11

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.4573	3.9330	3.7380	.09550	1000
Residual	-.99033	.76211	.00000	.34279	1000
Std. Predicted Value	-2.939	2.042	.000	1.000	1000
Std. Residual	-2.874	2.212	.000	.995	1000

a. Dependent Variable: CPD

Chart



The regression analysis showed the value of Durbin Watson is in the range. So there is no problem of serial correlation. The R showed the multiple correlation coefficients. It is the combined correlation of independent variable and dependent variable. Its value is 0.468 that depicted that all the independent variable has moderated relation with dependent variable. R^2 is the explanatory power of the model. It depicted the explained variation in Dependent variable due to independent variable. The value of R square is 0.428 that explained 42.8 percent variation in dependent variable (purchasing intention) due to independent variable (Advertising). It explained the variation for sample and adjusted R square showed the variation for population i.e. Eight universities in Punjab, Pakistan.

Beta is the slope of relationship. However significant value of the variable (Advertising) is less than 0.05, so the relationship between the advertising and purchasing intention is significant. At the same time, the t value is more than 2, so a hypothesis is accepted.

Hypotheses Result Summary

Table 12

Hypotheses Result Summary

Hypotheses	Statement of hypotheses	Result
Hypothesis 1 (H1)	Impact of advertising on Consumer Purchase Decision	Accepted

Conclusion and Recommendations

Managerial Implications

The study provides useful insights to marketing managers to design campaign for promoting their product. In addition to this, this study provides a roadmap and an action plan to the manager to rectify the existing problem of decreased sale by promoting their product on a credible way. As some companies pay their employees to comment about to in favor of company, so this study provides tactics to such companies that by increasing numbers of review influence the Consumer Purchase Decision.

Theoretical Implications

The findings of this research have made several contributions to the existing literature. Researchers have tested the association of Advertising with other variables in other sections in the world (Molino et al., 2019). The present study has focused on the association of Advertising and consumer purchase decision in Pakistan. In previous

research, only few researchers have investigated the advertising and its reaction on consumer purchase intention.

Research Limitations

The first limitation is that there is resource and time constraint. The limitation of study is that there is no moderation is applied in this study. In addition to above, another sound limitation of study is that it is not taking impact of other factors that influence electronic word of mouth such as source credibility, homophily, and shared geographical location.

Future Research

The first recommendation for the future researcher can replicate the same model in different context. This research has been done in universities of Punjab, Pakistan. So, future research can take other area of the Pakistan in consideration. Secondly, this study is done in the context of only two variables; future research can target other variables (moderator/mediator).

Conclusion

This study highlights that what are the factors that make advertising more appealing to readers regarding product. People interact with each other and ask different opinions about products and services, discuss pros and cons about it, rely onto each other's suggestions and alter their Consumer Purchase Decision according to it. There are different factors that are affecting these online interactions among current and potential consumers and making advertising more persuasive that ultimately shapes Consumer Purchase Decision.

Although advertisement affects Consumer Purchase Decision therefore for managers of companies should put effort to increase the advertisement but it doesn't mean that advertisement generated will help them to influence people to buy and increase their company sales (Abbas, Khan et al. 2020). Meanwhile marketers of companies can design such a campaign in which discussions are taking place on large extent where numbers of participants are large and where numbers of comments generated are more. This large discussion on the basis of content and comments generated will attract people and it will persuade people to make positive Consumer Purchase Decision.

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