

PRODUCT ADVERTISEMENT PRACTICES AND CONSUMER BUYING BEHAVIOUR OF MANUFACTURING FIRMS IN PORT HARCOURT.

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ABSTRACT

Product advertisement practice and consumer buying behavior of manufacturing firms in Port-Harcourt. This identifies advertisement as a way of communications to encourage an audience for making purchased decisions about a product or service and conveying information to consumers. The buying behavior of the study is to identify the determinants of consumer buying behavior of the manufacturing firms as patronized by the consumers. The research method was to analyze data and testing of hypothesis was simple percentage and chi-squares statistical analysis, to determine the relationship. The result shows that there is significant positive relationship between facility and habitual buying behavior and there is a significant relationship between social imaging and habitual buying behavior. We therefore, recommend amongst others that customers should be familiar with the product to enable them develop a habit in buying such product and that social imaging should be improved to enable that the customers concentrate on there product which will bring about habitual buying of the customers.

Keywords: Product advertisement practices, consumer buying behavior, manufacturing firms.

INTRODUCTION

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses (Ryans, 1996). Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages (Ahmed & Ashfaq, 2013). Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. In Bangladesh, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). These brands continuously influence consideration, evaluation and finally purchases (Romaniuk & Sharp, 2004). Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite. Previous studies have been conducted on effectiveness of

advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper we have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact. This will help marketers to focus on the right factors and achieve maximum benefit from their advertisement.

We believe that the study will offer useful insights for both advertising scholars and executives to understand the ins and outs of advertising and to assist marketers in introducing better approaches to advertising information of a product is given, it is assumed the product is of high quality and this can even increase the demand for products. There is the complementary view of advertising which is developed by (Stigler & Becker, 1977), this view believes that, advertising influences consumers by attaching a "complementary influence in the consumer's utility function" (Bagwell, 2001). These views make us understand the different phases through which advertising has gone through.

Research Problem

Advertising has been a subject for debate either on one pretext or another for decades at the beginning of the 19th Century. People showed little interest but it later became a fertile topic for research at the turn of the 19th Century (Sharma, 2009). The reason people lost interest was the fact that the role of advertisements was falling apart due to the fact that most increase in product and sales, especially; cosmetics products had been attributed to other factors like taste, long term use of products and users unwillingness to switch products (Sundarsan, 2007). The falling role raised numerous questions which became the problem of this study. The researcher therefore intended to get answers as to how and why cosmetics companies do advertise their products while they know the increase in product and sales is attributed to other factors and no longer advertisements.

Cosmetics products were considered because they satisfy the conditions of commodities on which they are effective to advertise. There are a lot of cosmetics products which are differentiated but serve same purpose. Therefore, this study aimed to:

1. Examine the relationship between Familiarities and habitual buying behavior of consumers in forever living products in Port Harcourt.
2. Examine the relationship between social imagine and habitual buying behavior of consumers in forever in living product in Port Harcourt.

Research Questions

The following research questions guided the study:

1. What is the relationship between Familiarities and habitual buying behavior of consumers in manufacturing firms in Port Harcourt?
2. What is the relationship between social imagine and habitual buying behavior of consumers in manufacturing firms in Port Harcourt?

Research Hypotheses

The following research hypotheses guided the study:

1. There is no significant relationship between Familiarities and habitual buying behavior of consumers in manufacturing firms in Port Harcourt.
2. There is no significant relationship between social imagine and habitual buying behavior of consumers in manufacturing firms in Port Harcourt.

Concept of Advertising

Advertising is a subset of promotion mix which is one of the 4 piece in the marketing mix, comprising product, price, place and promotion. Advertising is a promotional strategy used in creating product awareness in the minds of consumer to take purchasing decision (Latif & Abideen,

2011). It is a communication tool used by marketers. Advertising influences individual's attitudes, behaviour and life style. It is one of major source of communication tool between the producer and the user of product. For a company product to be a well known brand, they must invest in their promotional activities especially advertising (Hussein et al, 2008). Latif and Abideen (2011) argued that advertising have the potential to contribute to brand choice among consumers. Advertising was defined by Arens (1996) as a communication process, marketing process, economic process, social process, a public relations process or information and persuasion process. Dunn and Barban (1987) defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform persuade member of a particular audience. Morden, 1991 (as reported in Zainul-Abideen (2012) opined that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. 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, Chang, Lanchndorfer, Lee & Morimoto, 2003) Advertising is a non-personal and paid form where ideas, concepts, products or services and information are promoted through media by an identified behavior (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995). Advertising by television enable message of advertising to reach wide variety of audience or consumers and is one of the best advertising medium especially of goods and services, organizations, idea etc.

Familiarity

Alba & Hutchison (1987) defined familiarity as the number of product-related or service- related experiences that have been gathered by the consumer. These related experiences includc direct and indirect experiences such as exposure to advertisements, interactions with salespersorxs, word of mouth contact, trial and consumption. Johnson and Russo (1984) viewed familiarity as being tantamount with knowledge. Johnson & Kellaris (1988) have considered experience contributing to familiarity. Review of the literature shows that knowledge; experience and familiarity are closely intertwined. Following Alba and Hutchison's (1987) definition, brand familiarity is identified as the accumulated correlated experiences that customers have had with a brand (Ballester, Navarro & Sicilia, 2012).

The effect of brand familiarity can be observed through a process called 'Product-class cues'. The product class or subcategory to which the brand belongs could serve as a cue in many cases. A consumer may want a "fruit juice" to have with a meal. Research on categorization processes has recognized the importance of "prototypically" as an indication of the strength of association between a category concept and members of the category (Rosch, 1975; Medin & Smith, 1981). Prototypically of a brand is known as a measure of how representative the brand is of its product category. Operationally, prototypically is measured by individuals' ratings of how "good an example" they consider the object of a category. Brands that are prototypical are more likely to be recalled faster and more frequently (Nedungadi & Hutchinson, 1985; Barsalou, 1985; Rosch & Mervis, 1975). This leads to a higher probability of being included in the evoked set and to higher probability of choice.

Zajonc (1968) in a research has demonstrated that experience to a stimulus can enhance the fondness for that stimulus independently of cognitive evaluations or contextual associations. Basically, this stream of research has confirmed that affect is a linear function of the logarithm of exposure frequency (Harrison, 1977). So, as exposure to a brand increases, affective reactions to the brand become more favorable. It means the more a brand is exposed through advertisements and campaigns, the more exposure it gets, which eventually leads to more familiarity of the brand.

Social Imaging

Advertisements generally have influence on how we perceive things around us. Through various types of advertisements, especially TVCs portray how a user of a certain product is or should be. It sometimes shows the social class the user of a product belong to, their lifestyle and attitudes. In cases of beauty product this concept is highly applicable. In a research conducted in 2009 it was observed that one of most influential ideas spread by the media is society's perception of beauty and attractiveness. The thin beautiful woman and the handsome muscular men are seen everywhere. And as the influence of media increases, the pressure to hold on to these ideals increases (Russello, 2009).

In 2008, the YWCA USA published a report, *Beauty at Any Cost*, which highlighted the consequences of the beauty obsession on women and girls in America through media. This feeling of insecurity and obsession is very much likely to trigger purchase of beauty products (Britton, 2012).

Apart from the beauty industry, another great example of social image that is solely created by advertisement is the brand "Rolex". It is not necessarily the best product in the market nor does it add a lot of usefulness to one's life in this day of cell phones. But through its careful ad placements they have gained the attraction of millions. They have targeted sports and club members of the elite and portrayed them in their advertisements. They have identified how the lifestyle of an ideal customer of their product is, where they live, where they hang out, etc. In a way they have sent a subliminal message to the people that 'Rolex' is only for the rich and sophisticated, it is what sets a person apart from the ordinary. Rolex is now more of a social status rather than a time tracking device. As a result, a person who has suddenly become rich would want to buy a Rolex just to have a sense of belonging in that 'elite' class.

Find out how consumers perceive advertisement spending and if it ultimately influences them to purchase the product.

Consumer Buying Behaviour

Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires (Schifinan & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process. Solomon, Bamossy, Askegaard and Hogg defined consumer behaviour 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 desire. Consumer buying behaviour is affected by economic factors such as income expenditure pattern, price of products price of complementary products, substitute goods and elasticity of demand (Abraham, 1997; Kotler; Weng, Sanders & Armstrong 2001). It is also affected by psychological perception, attitudes and learning (Kotler et al, 2001). Consumer behaviour is affected by social and cultural factors that affects individuals buying decision but determines the kind of product to buy. (Arnould & Thompson, 2005); Perault, Jerome & Mccarthy, 2005).

Consumer buying behaviour is also 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 & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behaviour as it facilitate firms to plan and execute superior business strategies (Khaniwale, 2015).

In this research we will attempt to find what factors effect consumer buying behaviour. In previous studies certain variables were found to have an impact in consumers. This is briefly discussed below:

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining 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 & Weinberger, 1982).

Familiarity created by advertisement for a certain brand is also an important factor that affects consumer buying behaviour. Macinnis and Park (1991) carried out a study with consumers to investigate the effects of familiar songs in advertising and consumer behaviour. In their research, consumers depicted satisfaction for products with familiar songs and a significant relationship was confirmed between the level of familiarity of the songs in the advertising and its amiability.

Social role and image reflects that ads influence individual life style 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 image and life style. Consumers learn about new life style, image and trend through ads (Pollay & Mittal, 1993; Burns, 2003). Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product. Advertising spending also creates positive impression about a brand in the minds of the consumers. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, which leads to greater amount of purchase from that brand as consumers generally prefer to purchase from a well know brand in order to avoid disappointments over quality. The two authors (Schiff man et al 2001), in their book, mention two factors which are influencing the consumers for decision making; risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing. Highly risk adverse consumers need to be very certain about what they are buying.

Habitual Buying Behavior

Habitual buying behavior is a consumer purchase decision where by the consumers' level of involvement is low, This means that consumers don't search much information among the available brands and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit (Kotler & Keller, 2006).

Variety Seeking Buying Behavior

In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another (Kotler & Keller, 2006). This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

Conceptual Framework/Operational Framework

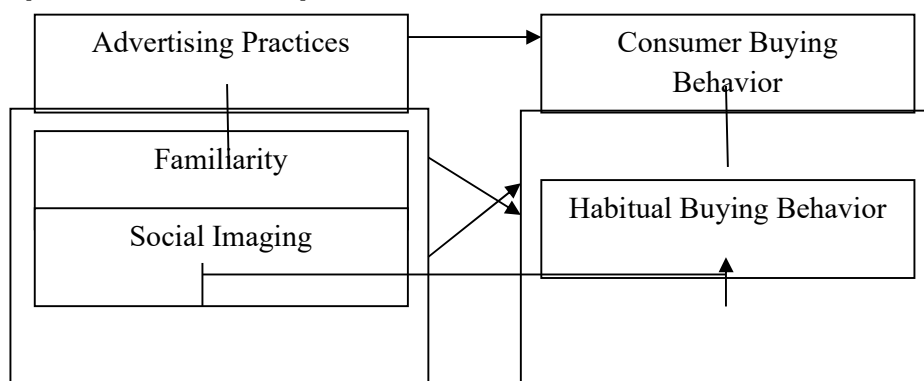


Fig. 1.1: Conceptual framework of product advertisement practice and consumer buying behaviour of manufacturing firms in Port Harcourt

Sources: Rosch (1975), Zajonic (1968), Kolter & Keller, 2006, 2009).

Theoretical Framework

Theory of Reasoned Action

The Theory of Reasoned Action proposes a brand image—purchase decision relationship linking brand image of a product with the purchase decision or intention. Attitude of a consumer toward a particular brand is more likely to influence his or her decision or intention to purchase the product. In general, people are likely to purchase a product whose brand influences them the most (Castells, 2004).

Fishbein Attitude Theory

Fishbein Attitude Theory proposes that attitude toward an object (such as a product) is based on the summed set of beliefs about the object's attributes weighted by the evaluation of attributes (Blackwell et al, 2011). A products attributes, characteristics and the way it is perceived by consumers is also known as the brand image or personality of the product.

Maslow's Theory of Needs

Maslow's Theory of Needs explains why people are driven by a particular need at a particular time. According to the theory, human needs are arranged in hierarchy, from the most pressing to the least pressing, in order of importance. When a person succeeds in satisfying an important need, he/she will try to satisfy the next important need. This theory explains how purchase decision is influenced by individual needs (Maslow, 1954).

Empirical Review

Ahmed and Ashfaq (2013) conducted a study to explain the impact of advertising on consumers' buying behaviour on purchasing cosmetics products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement. Another study conducted by (Olomofe, 2010) on the factors which influence purchasing decision by Nigerian women with regard to cosmetics found that 54% were influenced by celebrity endorsements, 14% were influenced by the price of the product, 12% were influenced by the packaging of the product while 10% were influenced by the testimonials see in Television advertisements.

Another study conducted by (Kimathi, 2013) on factors that influence the purchase decision by Kenyan women when buying cosmetics and beauty products, about 44% of the total respondents said that their desire to buy product very much which they see in advertising, 36 % said they were influenced by the packaging of the product, 17% of respondents were influenced by product price while 3%were influenced by quantity.

Rehman et al (2014) in his research on how advertising affects the buying behavior of consumers in Pakistan analyzed impact of advertisement on consumer buying behavior, and the results of correlation indicated that advertising is positively correlated with buying behavior at highest correlation of 0.4 14 or in other words consumer buying behavior is impacted by advertisement.

Sharma (2009) conducted a study to examine the effects of advertising on consumer buying behaviour. The researcher used the Fixed Effect Model of Panel Data Analysis for 134 companies; found in their study that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company.

Chen (2003) conducted a study on factors that influence purchase of cosmetics in the USA and found five important factors for cosmetics purchasing decision: the quality of the product, product shape and colour choice, the size and weight, price along with associated accessories, ease of use, new technology, product design, appearance and price.

Gabriel, Byabato and Bakilana (2009) conducted a study on the impact of psychological factors on consumers' purchase decision by citing examples from Tanzania. The study found that majority of the purchase decision of consumers in Tanzania is highly influenced by social reference groups

and price. The study also found that sensitivity to price of the product is especially high among people of lower income brackets. The study also established another factor influencing consumer purchase decision among Tanzanians to be the country- of-origin whereby products from highly developed countries (e.g. Italy, Germany) were perceived to be of better quality while products from developing countries (e.g. China, India) were perceived to be of lesser quality (Gabriel, Byabato & Bakilana, 2009).

Study Variable and Research Framework

The paper, product advertisement practice in our predictor variable with numerous familiarity and social imaging while a criterion variable is measured as habitual buying.

Product Advertisement Practice: it refers to those ways of communication to encourage an audience for making purchase decision about a product

Familiarity: this is a number of product – related or service related experience that have been gathered by the consumer

Social Imaging: This is an advertisement which generally have influence on how to perceive things around us.

PAC- F(PAP) - - -1

PAP = PAC - - - 2

F FSI = HB - - - -3

Where:

CBB = Consumer Buying Behaviour

PAP = Product Advertisement Practice

F = Familiarity

SI = Social Imaging

HB = Habitual Buying

METHODOLOGY

A research method was used for this study. Raw data tools was questionnaire that certified by experts and researchers in the study, and secondary data was obtained from the corresponding books (textbooks, magazines and periodicals). The research population consist of 100 manufacturing firms and selected workers in the city of Port-Harcourt.

The questionnaire where conducted in 5 manufacturing firms. The methods used for test formulated test data and assumptions are simple percentages statistical analysis tests and chi-square statistics.

Result/Findings

We choose 4 (four) major product advertising practices on our variable in line with our formulated and attached scale points; Strongly Agree (SA) = 4 points, AGREE (A) = 3 points, Disagree (D) = 2 points and strongly Disagree (SA) = 1 Point.

Test of Hypotheses 1: There is no significant relationship between familiarities and habitual buying behavior of consumers.

Table 4.2: Frequency observed

| Very great Extent | Great Extent | Moderate Extent | Little Extent | Total |
|-------------------|--------------|-----------------|---------------|-------|
| 39 | 20 | 11 | 10 | 80 |
| 30 | 20 | 16 | 14 | 80 |
| 12 | 15 | 20 | 33 | 80 |
| 34 | 26 | 15 | 5 | 80 |
| 115 | 81 | 62 | 62 | 320 |

Source: Data Survey, 2022

$$Fe = \frac{RT \times CT}{GT}$$

Where

RT = Row Total

CT = Column Total

GT= Grand Total

$$\text{Very great extent} = \frac{115 \times 80}{320} = 28.75$$

$$\text{Great extent} = \frac{81 \times 80}{320} = 20.25$$

$$\text{Moderate extent} = \frac{62 \times 80}{320} = 15.5$$

$$\text{Little extent} = \frac{62 \times 80}{320} = 15.$$

Table 1: Contingency Table for H0₁

| FO | FE | (FO-FE) | (FO-FE) ² | (FO-FE) ² / FE |
|----|-------|---------|----------------------|---------------------------|
| 39 | 28.75 | 10.25 | 105.0625 | 3.654348 |
| 30 | 28.75 | 1.25 | 1.5625 | 0.054348 |
| 12 | 28.75 | -16.75 | 280.5625 | 9.758696 |
| 34 | 28.75 | 5.25 | 27.5625 | 0.958696 |
| 20 | 20.25 | -0.25 | 0.0625 | 0.003086 |
| 20 | 20.25 | 0.25 | 0.0625 | 0.003086 |
| 15 | 20.25 | -5.25 | 27.5625 | 1.361111 |
| 26 | 20.25 | 5.75 | 33.0625 | 1.632716 |
| 11 | 15.5 | -4.5 | 20.25 | 1.306452 |
| 16 | 15.5 | 0.5 | 0.25 | 0.016129 |
| 20 | 15.5 | 4.5 | 20.25 | 1.306452 |
| 15 | 15.5 | -0.5 | 0.25 | 0.016129 |
| 10 | 15.5 | -5.5 | 30.25 | 1.951613 |
| 14 | 15.5 | -1.5 | 2.25 | 0.145161 |
| 33 | 15.5 | 17.5 | 306.25 | 19.75806 |
| 5 | 15.5 | -10.5 | 110.25 | 7.112903 |
| | | | | 49.03899 |

Source: Data Survey, 2022

Table 2: Frequency observed

| Very great extent | Great extent | Moderate extent | Little extent | Total |
|-------------------|--------------|-----------------|---------------|-------|
| 40 | 19 | 15 | 6 | 80 |
| 35 | 25 | 18 | 2 | 80 |
| 10 | 12 | 27 | 31 | 80 |
| 38 | 24 | 11 | 7 | 80 |
| 123 | 80 | 71 | 46 | 320 |

Source: Data Survey, 2022

$$Fe = \frac{RT \times CT}{GT}$$

Where

RT = Row Total

CT = Column Total

GT= Grand Total

$$\text{Very great extent} = \frac{123 \times 80}{320} = 30.75$$

$$\text{Great extent} = \frac{80 \times 80}{320} = 20$$

$$\text{Moderate extent} = \frac{71 \times 80}{320} = 17.75$$

$$\text{Little extent} = \frac{42 \times 80}{320} = 10.5.$$

Table 3: Contingency Table for H0₂

| FO | FE | (FO-FE) | (FO-FE) ² | (FO-FE) ² .FE |
|----|-------|---------|----------------------|--------------------------|
| 35 | 30.75 | 4.25 | 18.0625 | 0.58739837 |
| 10 | 30.75 | -20.75 | 430.5625 | 14.0020325 |
| 38 | 30.75 | 7.25 | 52.5625 | 1.70934959 |
| 33 | 30.75 | 52.25 | 2730.063 | 7.70934959 |
| 25 | 20 | 5 | 25 | 1.25 |
| 12 | 20 | -8 | 64 | 3.2 |
| 24 | 20 | 4 | 16 | 0.8 |
| 61 | 20 | 41 | 1681 | 84.05 |
| 18 | 17.75 | 0.25 | 0.0625 | 0.00352113 |
| 27 | 17.75 | 9.25 | 85.5625 | 4.82042254 |
| 11 | 17.75 | -6.75 | 45.5625 | 2.56690141 |
| 56 | 17.75 | 38.25 | 1463.063 | 4.4260563 |
| 2 | 10.5 | -8.5 | 72.25 | 6.88095238 |
| 31 | 10.5 | 20.5 | 420.25 | 40.0238095 |
| 7 | 10.5 | -3.5 | 12.25 | 1.16666667 |
| 40 | 10.5 | 29.5 | 870.25 | 5.8809524 |
| | | | | 35.150583 |

Source: Data Survey, 2022

CONCLUSION

Based on the analysis of data and discussion of findings, the study concluded that familiarities assists habitual buying behavior of customer to complete the choice of tasks on time. When the habitual buying behavior of customers is increased, it will help them accomplish their task on time thereby increasing the effectiveness of the organization. The study also concluded that social imagine affects the habitual buying behavior of commodity produced by producers because when the customers does not pay attention to social imagine, the customers commits a lot of errors in carrying out their daily choice of assignments and this can be very costly to the organization that produces such product. The result is that customers will be effective in carrying out their choice of product thereby enhancing the profitability of the business organization.

RECOMMENDATIONS

Based on the findings of the study, the following suggestions were made:

1. The customers should be Familiar with the product to enable them develop a habit in buying such product.
2. Social imagine should be improved to ensure that the customers concentrate on the product which will bring about habitual buying of the customers.
3. Familiarities and variety seeking buying behavior should be organized and arranged properly so as to ensure return on investment.

4. Social imaging should also be adhered to by organizations but not to the extent that it should affect the relationship with their customers.

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