

MASS MEDIA AND CONSUMER PURCHASING BEHAVIOUR: A CASE STUDY OF LAHORE, PAKISTAN

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ABSTRACT

The present study aims at understanding the individual's exposure towards multinational products advertisement by Indian film stars and its effects on consumer purchasing behaviors in Allama Iqbal Town, Lahore. In this competitive age where different kinds of fashion brands are fighting with each other to get number one position in consumer's mind, while stars is big support in sustaining brand's image. For present study 185 family members were sampled from 5 blocks of Allama Iqbal Town Lahore. The results mentioned below showed an association between advertisements of multinational products and consumer purchasing behavior. Multinational advertisers highlight the product feature in a better way and in return get more attention and convince more and more people towards product.

Keywords: *Multinational Products, Advertisement, Consumer, Purchasing Behavior, Lahore Pakistan*

INTRODUCTION

During previous decade electronic media, cable TV channels and new media like social networks are developing rapidly in Pakistan. After development of electronic media and it has increased the globalization and through globalization the world has become a global village. Vision of a global village; Globalization has brought us closer than ever. With the passage of time and process of globalization, especially the increase of global trade, it is obvious that different cultures meet conflict, blend together and promote cross cultural communication (McLuhan, 1964). While Pakistani culture has also been affected by the western culture and Indian culture because now-a-day's advertisers are using Indian as well as foreign stars in Pakistani advertisements to promote multinational brands and also produce such kinds of advertisements which present global culture touch. That's why multinational companies are using the global strategies in advertisements to promote their brands in Pakistan.

TV Stars, movie actors, famous athletes and personalities in history who are liked and respected by target audience. While attributes like pleasant appearance, extraordinary lifestyle or unique skills can be associated with them. Zabid et al. (2002) found that using a well-known star as an endorser could help to improve the subjects rating of the advertisement. That's why multinational companies use a well-known Indian stars in Pakistani advertisements rather than nameless spokesperson. In addition, famous stars appear in public by participating in special events, such as: the movie award nights, special screening; world premieres of movies or for social because Indian actors and actresses become famous through this process and now a days they are appearing in multinational corporation's brands advertisements. These famous stars appear anywhere in the world for universal appeal and presence; in the news, fashion shows and magazines, tabloids, and advertising. (Joshi & Ahluwalia, 2008)

Famous stars endorsement in advertisement is a universally accepted fact because they present special attributes upon a product or service (Balakrishnan & Kumar, 2011). Famous stars are the people who are publicly recognized by a large proportion of a particular group of people. The attributes with which they are connected, are attractive, talented, exceptional lifestyle, etc. (Taleja, 2008). On the other hand, Joshi & Ahluwalia (2008) examined this notion that people enjoy famous stars, public recognition and usually they are the experts in the relevant areas with greater influence in public life and social areas are defined. Zabid et al. (2002) found that using a well-known star as an endorser could help to improve the subjects rating of the advertisement.

Advertisers often choose endorsers as an advertising strategy to communicate the attributes of their product or brand. Today, this approach appeared to increase advertising across all media types (Sherman, 1985 and Levin, 1988). During the recent years it is seen that multinational companies prefer the Indian stars in Pakistani advertisements in various products for marketing campaigns. These Indian stars that endorse product have impact on Pakistani people consumption pattern. However these Indian stars power in multinational brand advertisements in Pakistan can be measured by the successful endorsements done by Katrina Kaif (Lux, Veet, and Pantene etc. ads), Prinka Chopra (Sunsilk ad), Shilpa Shiti (Pantene ad), Katrina Kapoor (Head & Shoulder ad), Sulman Khan (Dew Soft Drink ad) and the others.

People tend to remember those things with the person who is present in the advertisement. In current scenario Pakistani advertisers are not only promoting the brand but also building brand image and identity among the consumer through using the Indian star in advertisements. So the researchers selected this topic to understand how much Pakistani consumers like the famous stars especially across boundary Indian stars. The study also focuses whether people recall product advertisement at the time of shopping and remember product identity for a long time that is promoted by Indian stars in Pakistan. Furthermore Indian stars endorsement does not by itself increase support of brands. The brand attributes are also associated with the endorsers' image. Chakraborty & Agrawal (2010) discussed about importance of famous star that endorse the product in advertisement creates good image in the mind of target audience.

Objectives of the Study

- a. To explore the level of exposure towards multinational product's advertisement by Indian stars.
- b. To explain how Indian stars are changing behavior of consumer, their style and interest towards the product.
- c. To find out the level of consumer purchasing behavior in Allama Iqbal Town Lahore.

- d. To find out the relationship (if any) between respondents exposure towards multinational products advertisement by Indian stars and consumer purchasing behavior.

REVIEW OF RELEVANT LITERATURE

This literature review provides an overview of previous studies exist in connection with the impact of the famous star endorsement on a customer buying behavior and the use of famous stars in the advertising and endorsed various products. Various studies selected within this literature, a core of consumers purchasing patterns represent. In particular, the literature is also reviewed, which actually examines the influence and effect of the famous stars in the advertising and supporting the various products.

Balakrishnan and Kumar (2011) conducted a study on “Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products”. They found celebrity endorsement enhances product information and creates awareness among consumers. Byrne et al. (2003) argued that the process of transference of celebrity images to the product’s image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. Choi & Whei-Nae (2005) draws a baseline to understand the cross-cultural similarities and differences in the practice of celebrity endorsement in advertising from two diametrically different countries, in terms of two fundamental cultural dimensions: (1) low versus high context, and (2) individualism versus collectivism was developed.

Roy (2006) in his study raises three questions and attempts to provide tentative explanations for them. The first two questions relate to locating the relative position of the Indian stars and trademarks on a number of personality traits in the consumer mind space. The third question relates to the determination of the fit between the stars and the famous brand accepted by her / him. The results suggest that consumers rank different both celebrities and brands. Kalliny et al. (2009) the research investigated the use of celebrities in the television commercial endorsements. The study compared the use of celebrities as part of the two basic cultural dimensions: 1) the context of low or high and 2) individualism versus collectivism. Bahram et al. (2010) examine the relationship among attitude toward celebrity endorser and attitude toward advertisement and brand. Effects of a celebrity endorser on respondents' assessments about advertisements and products endorsed by celebrities have been studied previously. Results of this study demonstrate that attitude towards celebrity endorser has an indirect effect on attitude towards brand. This result confirms outcomes of the previous researches by Agarwal and Kamakura (1995), Till and Busler (1998), and White et al. (2009).

Joshi & Supreet (2008) found in their research, the advertising strategy of celebrity in the right circumstances, can justify the high costs of this form of advertising. The use of celebrity endorsements to create a very favorable impact on consumers and creates a connection to a consumer buying a product of forces. Study of Christina (2003) examined the role of celebrities as endorsers, researcher argued that companies often use speakers to deliver their message and convince consumers of their brand. Urde (1994) found that the increased attention and brand liking that of a likeable spokesperson provides impact on the purchase behavior and brand loyalty. Zabid et al. (2002) point out in their study some had purchased a

product because a character focused their attention on the advertisement, which they then found interesting. It was also noted that a spokesperson influence could be affected by other factors like price, similarity of competing brands and availability of other information. To create effective messages, celebrity recruiters must also consider the attractiveness of the spokesperson (McCracken, 1989). Source refers to the endorser attractiveness of physical appearance, personality, sympathy and similarity with the receiver, i.e. the perceived social value of the source (Solomon, 2002).

Ohanian (1991) discussed in his study, the use (by means of quality), attractive people in television and print ads is simple, physically attractive communicators with customer speakers than unattractive in influencing the attitudes and beliefs have proved more successful. Joshi and Supreet (2008) further defined the trend, followed by a celebrity strategy, expertise, persuasiveness credibility and impartiality of the project in terms of a trust that allows advertisers with a picture. When a celebrity endorses a product successfully, consumers will evaluate the endorsement positively, feeling it is credible, believable and appealing (Ohanian, 1990; 1991). Consequently, people would tend to like the advertisement, brand name, enhanced advertisement recall; increase product liking and other positive effects may occur (Brown and Stayman, 1992).

Cronley et al. (1999) argued celebrity advertising investigated in relation to the correspondence bias. Correspondence bias is the tendency to assume that the behavior of a person a true reflection of their beliefs or opinions, and their underlying dispositions, though, in fact, their behavior completely could be explained by situational factors (Jones, 1979, 1986; Gilbert and Malone, 1995). Their study showed that the correspondence bias occurred, as a consumer to evaluate celebrities supports endorsed advertisements. The celebrity will also be more effective in sustaining recall of the advertisement and the brand name of the product (Till, 1998; Goldsmith et al., 2000).

MATERIALS AND METHODS

For the present study 185 family members were selected through multistage random sampling. Because sampling frame was available and collected form concerned union councils by researchers. At first stage one town from Lahore was selected randomly, secondly five blocks and at the end family members was selected from households list which was collected from union councils. Sample was selected on the basis of the characteristics like, family members having age 20 – 45 years; belong to 5 blocks of Allama Iqbal Town, Lahore; and more importantly have the facility of mass media. A well-structured interview schedule was administered by the researchers which contained different parts like a) age of the respondents; b) respondent's exposure towards sources of media; c) Advertisement of multinational products by Indian stars; and consumer purchasing behavior. Further the data was analyzed by using Statistical Package for Social Science (SPSS) version 16.0. Univariate, bi-variate, cross tabulation and statistical test was used to draw conclusions.

RESULTS AND DISCUSSION

Table No. 1 shows that 55.7% family members belong to age group of 21 – 25 years. Only 2.2% and 4.3% were form age group of 26 – 30 and 31 – 35 respectively. More that half of the respondents belongs to young adults.

Table1. Age of the Respondents

Categories	Frequency	Percentage
Up to 20	43	23.2
21 - 25	103	55.7
26 - 30	4	2.2
31 - 35	8	4.3
36 & Above	27	14.6
Total	185	100.0

Table No.2.1 showed that 51.9% respondents had exposure towards electronic media like cable, TV, internet, Radio etc. and 29.7% had exposure towards print media like newspapers, magazines, novels etc. only 3.8% and 5.9% respondents had towards pamphlets and banners respectively. Results showed that more than half of the respondents had exposure towards electronic media.

Table 2. Multinational Product's Advertisement by Indian Stars

2.1 Exposure's towards Sources of Add.			2.4 Indian Program Watching Importance		
Categories	Frequency	Percentage	Categories	Frequency	Percentage
Electronic Media	96	51.9	Strongly Disagree	24	13.0
Print Media	55	29.7	Disagree	25	13.5
Billboards	16	8.6	Neutral	22	11.9
Banners	11	5.9	Agree	44	23.8
Pamphlets	7	3.8	Strongly Agree	70	37.8
Total	185	100.0	Total	185	100.0
2.2 Awareness about the Indian Stars			2.5 Entertainment Elements in Advertisement		
Categories	Frequency	Percentage	Categories	Frequency	Percentage
Strongly Disagree	13	7.0	Strongly Disagree	11	5.9
Disagree	21	11.4	Disagree	19	10.3
Neutral	41	22.2	Neutral	14	7.6
Agree	57	30.8	Agree	62	33.5
Strongly Agree	53	28.6	Strongly Agree	79	42.7
Total	185	100.0	Total	185	100.0
2.3 Respondent's Liking towards Indian Stars			2.6 Advertisement as a Source of Motivation		
Categories	Frequency	Percentage	Categories	Frequency	Percentage
Strongly Disagree	16	8.6	Strongly Disagree	13	7.0
Disagree	30	16.2	Disagree	25	13.5
Neutral	25	13.5	Neutral	20	10.8
Agree	48	25.9	Agree	61	33.0
Strongly Agree	66	35.7	Strongly Agree	66	35.7
Total	185	100.0	Total	185	100.0

Table No. 2.2 depicts the awareness of the respondents about the Indian stars. According to the data 30.8% and 58.6% of the respondents were agree and strongly agree respectively.

While only 7.0% respondents were strongly disagree and had no awareness about Indian stars. Table no. 2.3 shows the liking of the respondents towards Indian stars. 25.7% respondents were strongly agree and 25.9% agreed on the liking of the Indian stars but 16.2% and 8.6% of the respondents were disagree and strongly disagree about the liking of Indian stars. It shows that more than half of the respondents liked Indian stars and Indian movies.

Table No. 2.4 describes the importance of watching Indian program by the respondents. 37.8% respondents strongly agreed that Indian program had importance for people. 23.8% agreed and only 13% strongly disagreed about the importance of Indian programs. Table no. 2.5 shows the respondent's response towards advertisements as a source of entertainment. 42.7% respondents strongly agreed that advertisements by Indian stars had the elements of entertainments for people. 33.5% agreed and only 16.2% respondents response was strongly disagree and disagree.

Table No. 2.6 explains the respondent's response towards advertisement as a source of motivation. 35.7% respondents strongly agreed that advertisements were source of motivation for them to buy advertized product brands. 33% respondents agreed and only 7% respondents strongly disagreed that advertisement of multinational products were not as a source of motivation.

Table 3. Consumer Purchasing Behavior

3.1 Attention towards Advertisement			3.4 Recalling Products at the Time of Shopping		
Categories	Frequency	Percentage	Categories	Frequency	Percentage
Strongly Disagree	6	3.2	Strongly Disagree	9	4.9
Disagree	27	14.6	Disagree	18	9.7
Neutral	24	13.0	Neutral	21	11.4
Agree	43	23.2	Agree	74	40.0
Strongly Agree	85	45.9	Strongly Agree	63	34.1
Total	185	100.0	Total	185	100.0
3.2 Changing Interest Towards Commodities			3.5 Purchasing of Products by Seeing		
Categories	Frequency	Percentage	Categories	Frequency	Percentage
Strongly Disagree	11	5.9		17	9.2
Disagree	19	10.3	Disagree	14	7.6
Neutral	33	17.8	Neutral	15	8.1
Agree	49	26.5	Agree	51	27.6
Strongly Agree	73	39.5	Strongly Agree	88	47.6
Total	185	100.0	Total	185	100.0
3.3 Product Retained in Respondent's Mind			3.6 Confidence at the Time of Purchasing		
Categories	Frequency	Percentage	Categories	Frequency	Percentage
Strongly Disagree	11	5.9	Strongly Disagree	19	10.3
Disagree	28	15.1	Disagree	17	9.2
Neutral	23	12.4	Neutral	24	13.0
Agree	42	22.7	Agree	44	23.8
Strongly Agree	81	43.8	Strongly Agree	81	43.8
Total	185	100.0	Total	185	100.0

Table No. 3.1 describes the attention of the respondents towards multinational products advertisements by Indian stars. According to data 45.9% respondents were strongly agree and 23.2% agreed that they were giving their attention towards multinational products advertisement. While only 17.8% respondent's response was towards strongly disagree and disagree. Table no. 3.2 shows the changing interests of the respondents towards commodities. 39.5% and 26.5% respondent showed strongly agree and agree about the changing interest towards commodities while only 16.2% respondents were strongly disagree and disagree about the changing interest towards commodities.

Table no.3.3 depicts the products retained in the minds of the respondents. According to this table 43.8% were strongly agree, 22.7% were agree, 21.0% were disagree and strongly disagree about the retaining of the products in the minds of the respondents by seeing the advertisements of different kind of products by the Indian stars. While table 3.4 is about recalling of the products by the respondents at the time of shopping. Majorities (74.1%) of the respondents agreed and strongly agree that they recalled products in their minds at the time of shopping.

Table no.3.5 shows the purchasing behavior of the respondents by seeing advertisements. Data demonstrates that 47.6% and 27.6% respondents strongly agreed and agreed to purchase the products by seeing advertisements by Indian stars respectively. Table no.3.6 demonstrates that 67.6% respondents said that they purchased products with confidence at the time of purchasing. While on the other side only 19.5% respondents were disagree and strongly disagree about the feeling of confidence at the time of purchasing to products which are advertised by the Indian stars on different channels.

Table 4. Multinational Product's Advertisement by Indian Stars and Consumer Purchasing Behavior

Consumer Purchasing Behavior	Multinational Products Advertisement by Indian Stars			Total
	Low	medium	High	
	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)
Low	03 (01.6)	07 (03.8)	0 (00.0)	10 (05.4)
Medium	08 (04.3)	49 (26.5)	14 (07.1)	71 (38.4)
High	03 (01.6)	26 (14.1)	75 (40.5)	104 (56.2)
Total	14 (07.6)	82 (44.3)	89 (48.1)	185 (100.0)

Table No.4 showed the bi-variate data. According to this table, 48.1% respondents showed highly response towards multinational products advertisement by Indian stars. 44.3% medium and only 7.6% response of the respondents towards multinational products advertisement by Indian star was low level. While on the other hand 56.2% respondents showed high level consumer purchasing behavior. 38.4% medium and only 5.4% respondent's response was low level toward consumer purchasing behavior. It is concluded that majority of the respondents showed highly response towards multinational products advertisement by Indian stars and consumer purchasing behavior. Also the calculated value of Kendall's tau-b statistical test is .528 and the level of significance at 1%. There is a moderate relationship between multinational products advertisement by Indian stars and consumer purchasing behavior.

Table 5: Kendall's tau-b & tau-c Statistical Test

Symmetric Measures						
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.	Exact Sig.
Ordinal by	Kendall's tau-b	.528	.055	9.184	.000	.000
Ordinal	Kendall's tau-c	.435	.047	9.184	.000	.000
N of Valid Cases		185				

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

CONCLUSION

Respondents mostly tend to watch the advertisements during any sort of programs watching on television or watching advertisements on different media outlets. They are watching the Indian movies/dramas and are well familiar with Indian stars. They watch advertisements in which Indian celebrities are seen like ads of Pantene, Sun Silk and Head & Shoulder (shampoo) and Dew (soft drink). Respondents are familiar with these Indian stars through movies whereas other respondents are familiar with these stars because of discussions made with peer group. Respondents also feel good and confident when they use product that is promoted by Indian stars. Respondents think that famous stars are important aspect of ads. Because famous stars elaborate product features in a better way but famous stars must be popular icon, attractive and familiar among people as well. However, appropriate association between celebrity and product is an important thing because it creates a good impact, builds a brand identity and convinces more and more people towards the product. Indian stars to some extent keep refreshing the brand identity, change the interest and style of people. They keep the identity of product refresh in the minds of consumers as well as persuade and encourage them towards the brand while people retain the product that is promoted by Indian stars for long time and they easily recall at the time of shopping as compared to Pakistani stars.

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