

IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOR OF FMCG IN LAHORE CITY

Muhammad Sajid Rasool
The University of Lahore
PAKISTAN.
Sajidmba_uol@yahoo.com

Yasir Rafique
The University of Lahore
PAKISTAN.

Muhammad Akram Naseem
The University of Lahore
PAKISTAN.
iqra4ever@gmail.com

Sana Javaid
The University of Lahore
PAKISTAN.

Muhammad Najeeb
The University of Lahore
PAKISTAN.

Muhammad Hannan
The University of Lahore
PAKISTAN.

ABSTRACT

The present study was conducted to find out the effects of advertisements on user behavior in Lahore city (N=150). A questionnaire was used to measure the effects of advertisements and every age person was targeted in our study for to get the perception and awareness of people about the (FMCG) toothpaste brands. 5 brands of toothpaste were selected in our present study. For analysis Chi-Square, Z test and descriptive analysis were used and presented in bar chart and pai chart form. The results proposed that people change their brand for to try the new brand. Results are also proposed that consumer behavior changed by the income and male are more like the advertisement rather than the female. The behavior of the consumer can be changed by the advertisement but expensive products and repetition of advertisement cannot be changed the purchase decision.

Keywords: Advertisement, FMCG, Brand

INTRODUCTION

Each and every product delivers the different meaning to each user. User behavior is not related what consumer buy, but also with what they buy it. It depends on those factors which inclined the behavior of user or buyer. Culture, family and brand image these all factors influenced the buying behavior. Market share of the product depend on the awareness of consumer. That's why the organizations and agencies advertise their product via media either electronic or print or both. The repetition of advertisement and economic factor like per capital income also change the consumer behavior about to choice the product.

In 2011 Pakistan's national per capital income is \$1254 and it is too much low rather than other countries. Pakistan is on 24 ranks regarding per capital income. Due to competition every organization do advertisement more and it effect directly on their product demand and organization move upward smoothly. All the advertising methods inclined the user behavior but media influence more than other sort of advertisement (Latif and Abideen, 2011). Smith and Whan (1992) found that the high quality product not only capture the greater share of market but maximizing the market value. The consumer spent more on the Fast Moving Consumer Goods (FMCG) because daily uses products are relevant to more advertisement that's why the consumer influences by the advertisement. Advertisement convey the message to the targeted consumers, groups or individuals user and it attract the users for to use the company goods and services. De Cherenatomy (1998) says that effective and successful branding requires a tactical perception. Price is the one major factor on which bases the consumer change the product because Pakistan is an underdeveloped country and the users cannot bear high prices of the product.

OBJECTIVES

- a. To examine the modes of advertisement effect the user behavior
- b. To examine that is the Income influencing the user behavior or not?
- c. Does consumer behavior change with the respect of gender?

LITERATURE REVIEW

The advertiser displays this product by a different meaning on the television and the marketer delivers these products to the users as their needs and wants (Newell & Marier, 2007; Kondo & Nakahara, 2007). According to Solomon (2004) if the consumer like the advertisement and he express his feelings it means that he is communicate and deliver his needs and wants to the marketer. Culture influences the user behavior because every person has owned trends and different values Hofstede (1997). Russell and Lane (1996) say that many organizations understand the advertisement is like a magic because it change the consumer behavior about the product in the market. Lauden and BITTA (1994) Caciappo, Haughtveat and Petty (1992) found that the friends, spouse and relative are inclined or influenced the user behavior.

According to the Morden (1991) advertising gives the knowledge about the product and create the idea in mind about it. Rosaldo (1989) cited in Monaghan and just (2000) found that culture influences all human activity is about culture. New technology give the different product to the consumers, it enhance the product quality and change the style of product (Stantone and Futrell (1987). Geert Hofstede (1984) has been more studied about culture on work values; he says that change in culture cab be easily understand but the evaluation of the culture in the human nature is difficult. Perception is the mental process, the information is got by the individual from the environment after organizing it, and individual draws meaning from it. Park and Lessing (1981) proposed that a better understanding of consumer decision making process by the subjective knowledge because the objective knowledge is independently related to the consumer perception and their decision making behavior.

METHODOLOGY

It was a community-based analytical study, undertaken from September 2011 to January 2012. The authors have developed a questionnaire. The questionnaire was designed, to know the point of view of public people regarding the impact of advertisement in changing the consumer behavior. First part of questionnaire contains information regarding demographic. Second part has the series of close-ended indirect questions, which were based on daily bases used product about toothpaste. Non-random convince sampling technique was used in our survey. To complete the survey 150 samples, respondents selected different areas of Lahore. Total questionnaire were distributed 180 and finally we receive 150 so our respondent rate is 83%. The questionnaires are filled by every age person. After the data collection in form of questionnaire, we entered data In SPSS 16. We use the Chi-Square for test the hypothesis.

Hypothesis 1

Table 1.Hypothesis 1

<i>Hypothesis</i>	<i>Chi-Square</i>	<i>Sig. Value</i>	<i>Result</i>
H ^o : The modes of advertisement and user behavior are not associated.	7.55	.272	Accepted
H ¹ : The modes of advertisement and user behavior are associated.			

The analysis shows that the consumer behavior is not change by the advertisement. Consumer behavior depends on other factors by which they influence like price. Such as in table the table the p - value is .272 so our H^o is accepted. People get the awareness about the product and like but advertisement does not influence the behaviors of consumer.

Hypothesis 2

Table 2.Hypothesis 2

<i>Hypothesis</i>	<i>Chi-Square</i>	<i>Sig. Value</i>	<i>Result</i>
H ^o : There is no association between income and consumer behavior.	16.045	.04	Rejected
H1: There is association between income and consumer behavior			

This table shows that the income change the consumer buying behavior when they decide to purchase the product. The sig. value 0.04 shows that consumer behavior does not change due to income but in real life income change the user behavior that's why the H^o is rejected.

Hypothesis 3

Table 3.Hypothesis 3

<i>Hypothesis</i>	<i>Z</i>	<i>Z Tab</i>	<i>Result</i>
H ^o : The impact of advertisement on male and female does not differ.	2.22	1.96	Rejected
H1: The impact of advertisement on male and female does differ.			

For to test this hypothesis Z-test is used, z value is 2.22 and z-tabular value is 1.96. So, the results are shows that advertisement not equally influences on the male and female. This analysis shows that males are more like advertisement. Such as advertisement give the knowledge about the product so it is more influence the male consumer. There is no equal proportion of influence on male and female so our H^o is rejected. Females are more like the new products they change their product when a new product enter in market. Females more change their brand which they are used daily.

CONCLUSION

This study tell us that consumer behavior sustain due to culture, when culture ,traditions, trends and customs will be change then user change their choices. Consumers are quality conscious healthier tooth rather than freshness and they do brushing two times in a day. People like media advertisement rather than banners or newspapers. Many consumers use the specific brands on the dentist recommendation that's why they do not change the brand. The consumers have more awareness about Close-up and Colgate brand of toothpaste. The consumers are mostly like the media advertisement. Through media consumer are attracted more so the companies are used the media as a mode of promotion for the product. In Pakistan combine family system is followed so the more consumer are used same product which is their parents are used. That's why on that people advertisement and other promotion modes are not influence their behavior and due to parents or under some limitations consumers behavior not influenced. Finally, consumer behavior will attract to those products which are easily available and has more quality rather than quality. Income is a major factor on which bases people buy low price product brands of FMCG.

LIMITATIONS

The present research has several limitations. The first limitation was about the sample selection because the entire sample is taken just from the Lahore city. Second, limited brands of toothpaste were used in our research for getting the consumer perception. Third, resources limitations prohibited to take a large sample size. Further research can be create a more generalized result by taken a large sample size and from the various cities of Pakistan.

REFERENCES

- Ali, M., Fengjie, J. and Qureshi, A. Naveed.(2010), "An exploratory study on consumer buying behavior in Pakistan perspective," *Asian Journal of Management Research*, pp 216-228.
- Cacioppo, J. T., Haugtved, C. P., & Petty, R. E. (1992). Need for cognition and advertising: understanding the role of personality variables in consumer behavior. *Journal of Consumer Psychology, 1*.
- De Chernatony, L. (1998), The Strategic Implications of Clarifying How Marketers Interpret Brands, *Journal of Marketing Management, Vol. 5* 153-171.
- Hofstede, G. (1997). *Cultures and Organizations: Software of the Mind*. New York: McGraw-Hill.
- Hofstede, G.(1984). *Culture's Consequences, International Differences in Work Related Values*, Sage, California, USA.
- Hawkins, Del I., Roger J. Best, Kenneth A. Coney, and David F. Hawkins .(2001). *Consumer Behavior: Building Marketing Strategy* (8th Ed.), New York, NY: Irwin/McGraw-Hill.
- Latif, Abdul, Saleem, Salman and Abideen, Zain UL. (2011). Influence of Role Model on Pakistani Urban Teenager's Purchase Behavior.*European Journal of Economics, Finance and Administrative Sciences, Issue, 31*, pp. 7-16.
- Loudon, L. D., & Bitta, D. J. A. (1994). *Consumer behavior* (4th ed.). New York: McGraw Hill, Inc.
- Morden A.R. 1991. *Elements of Marketing*. London: D.P. Publication Ltd.
- Newell, J., Meier, M. (2007) 'Desperately Seeking Opt-In: A Field Report from a Student-Led Mobile Marketing Initiative', *International Journal of Mobile Marketing*, 2 (2), pp. 53-57.
- Rosaldo, R. (1989) cited in Monaghan. J. and Just, P. (2000). *Social and Cultural Anthropology: A Very Short Introduction*. Oxford University Press, Oxford, UK.
- Russell, J. T., & Lane, W. R. (1996). *Advertising procedure* (13th ed.). USA: Prentice Hall Inc.
- Smith, Daniel C. and Park, C. Whan (1992). "The Effects of Brand Extensions on Market Share and Advertising Efficiency", *Journal of Marketing Research*, 29, pp. 296-313.
- Vani, G., Ganesh B, M., & Panchanatham, N. (2010). "toothpaste Brands-A study of consumer behavior in Bangalore city", *Journal of economics and Behavioral Studies* Vol. 1 No. 1, pp 27-39.
- Williams, Patti, Gavan J. Fitzsimons, and Lauren G. Block (2004). "When Consumers Do Not Recognize 'Benign' Intention Questions as Persuasion Attempts," *Journal of Consumer Research*, 31 (December), pp 540-50.
- Solomon, M. (2004). *Consumer Behavior: Buying, Having and, Being* (6th Ed.), FT prentice-Hall Upper Saddle River.