

Impacts of Emotional Publicity & Brand Image on Consumer Buying Behavior in Pakistan

A Case Study of Jauharabad City District Khushab

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Abstract: *Publicity is a practice to convince the consumers for taking the decisions regarding purchase of specific goods and services. The objective of this paper is to examine the relationship between, emotional publicity and brand image with buying behavior of the consumers as how buying behavior of customers is changed by emotional publicity. Questionnaire survey has been used to collect the data by using non probability convenient sampling method to investigate the relationship between the included variables. Results explain that brand image and emotional publicity are very much significant and have a positive relationship with the buying behavior of the consumers. It shows that the people of Jauharabad are becoming aware and conscious as well about the living and social status and they used to purchase the branded products by considering the better quality even at the higher prices. For empirical analysis multiple regression analysis has been carried out.*

Keywords: Emotional Publicity, Brand Image, Consumer Buying Behavior, Living Standard, Jauharabad, Pakistan.

1. Introduction

The major objective of publicity is to capture the mindset of the consumers to purchase a specific product. Firms have to sale out the products in the market which they are being produced. For this purpose they have to adopt different techniques and strategies. Advertising has become the main mechanism for the marketing managers which helps and enables them to sale the goods, services and related different ideas to the consumers in the market. Different well known companies are bound to spend a lot of time and resources for the purpose of printing pamphlets, banners, ad campaigns and advertisements to encourage the consumers to purchase their products instead of others. The role of advertisement is very much significance in oligopoly, monopolist competition and market friendly approach.

An increase in demand of a particular product caused the surplus in the economy at the end. When the market becomes surplus with various products, most of the firms try to gain more market for their products. The concept of brand image with emotional publicity with colors, attractive talks and sceneries etc to change the consumer behavior in favor that particular product.

1.1 Scholar's View about the Paper

Some knowledge pertaining to the brand by advertisement supports to influence about the brand thinking to be in purchasing condition that produces emotional reaction toward ads (Holden & Lutz, 1992). Emotional publicity is considering the important mechanism and on the basis of this consumers finally gives emotional response to that particular product (Brassington & Pettitt, 2001). When consumer looks and observes the advertisement regarding the product on electronic and print media, consumer changes the plan of purchase (Goldsmith & Lafferty, 2002). Significance of brand brings into mind will depend on the

degree to which customer's makes the decisions about the purchase of specific product and guides to the brand awareness (Keller, 2006). Usually a positive association among the visual, verbal and text intensity of media and emotional reaction has been found (Bezjian et al, 2008).

1.2 Significance and Limitations of the Study

The study is very much significant because it belongs to applied price theory and consumer theory in micro economics. There is a significant positive relationship between the emotional publicity, brand image and consumer buying behavior in Jauharabad. The study realizes the importance of publicity and brands while consumer take decisions for the purchase of specific products.

This Study is helpful for the firms, other producing companies and businesses. The paper is also significant at national level as a medium platform to become familiar about the newly arrivals of the products in the market. The study will helpful for the advertisers to understand the consumer's behavior. This study will be good addition the theory of consumer behavior and create new dimensions in the area.

1.3 Objectives of the Study

The basic objective of this paper is to search the influence of emotional publicity and brand image through attitudinal buying behavior of the consumers. A study plan has formulated to analyze the consumer buying behavior in Jauharabad and to establish the relationship among the emotional advertising and brand image with consumer buying behavior. Presently there is no any extraordinary exercise of publicity being implemented in Jauharabad as compared to other developed cities. Current scenario of markets of Jauharabad is demanding some exceptional steps in this regard but advertising institutions and even free

media is unable to provide the desired level to these emerging markets.

2. Review of Literature

Review of literature means the study of literature which is available in already published and unpublished researches on the topic. Review of literature is not only a mixture of information within the background of the research of specific topic but it also supports for further research.

Sandara et al. (2010) studied the psychological impacts of advertising on the consumer behavior. They concluded that advertising influences the customers through cognitive aspects. Figures and diagrams methodology were used to analyses the relationships between the variables. Furthermore concluded that final aim of advertising was achieved.

Shabbir et al (2011) found the effectiveness of advertising and its influence on consumer buying behavior. They scrutinize the relationship among the environmental response and emotional response with consumer buying behavior. They concluded that there is a moderate relationship between the included variables. To examine the relationships of the included variables probability sampling method was used. They suggested that consumer buying behavior should be verified by consumer mental behavior and public concern.

Dinu G & L Dinu (2012) examined the impact of advertising on consumer behavior in the Resita city population. It was concluded that buying and consuming play an important role in selling products. Correlation and regression analysis were used to explain the results in this study. It was recommended that there should be the availability of necessary resources for implication of such an approach.

Elyria and My (2012) confirmed the role of advertising in consumer emotion management. It was concluded that the emotional responses can lead toward positive attitude of the consumers. Multiple regression analysis was used in this study to answer the research problem. It was recommended that there should be the explained model which may expresses the individuals to engage in consumption to manage the consumer's emotions.

Ehsan et al. (2013) determined the impact of brand image and advertisement on consumer buying behavior. He examined the functional relationship among the brand image, advertisement and consumer buying behavior. It was concluded that the brand image and advertisement plays a very effective part to change the buying activities and behavior of the people. To examine the relationships of the included variables multiple regression analysis and applied Pearson correlation were used. It was suggested that the research on the specific topic could be more precised after increasing the sample size.

Barnabas et al. (2013) examined the influence of advertising appeals and personality on telecom consumption preferences in Nigeria. There was important influence of advertising appeal on consumer likings and no influence of personality

on telecom consumption preferences. Study empirically tested by two way ANOVA (F-test) for the analysis. It was recommended that rational appeals were more effective than emotional appeals

Zahra and Rouzbeh (2013) studied the influential factors of online advertising on behavior of tablet consumers. The associations between the advertising, internet and fundamental factors of online publicity of tablet consumers were scrutinized. In order to attain a policy in advertising it was necessary for all concerned peoples to improve quality. It is recommended to put banners and posters on prominent locations and online stores must for all time be updated.

Grace (2013) examined the analysis of sales promotion on personal selling and advertising on consumer purchase decision. Study concluded that variable of sales promotion, personal selling and advertising were quite capable in influencing the purchasing behavior of customers. Pearson product moment analysis was used in this research and it was recommended that there may be improvement in the existing promotion activities.

3. Research Methodology

To examine the impact of emotional publicity and brand image on attitudinal buying behavior of the consumer, questionnaire survey technique has been used in this research paper. Questionnaire of the study was divided into two parts. Part one was related to the individual profile including their age, gender, material status, education level, and income level. The other parts are linked to the questions relevant to the included variables.

Author selected the educational institutions (University of Education Jauharabad Campus, Punjab College Jauharabad Campus, Govt post graduate college Jauharabad) and common consumers in the markets as sampling frame of the study. Questionnaires were circulated by implementing non probability convenient sampling technique. After collection of data SPSS version 16.0 and Multiple Regression analysis have been used to analyze the data collected regarding each variable.

Total 200 questionnaires were circulated and out of which 175 questionnaires were responded. 104 questionnaires were filled by the male and 71 by female. Average age of the participants was 20-25 years of which 68 percent were unmarried and all the participants were above the graduate level. Sample was taken by simple random sample technique.

4. Empirical Analysis

To observe the impact of emotional publicity and brand image (Independent Variables) on consumer's buying behavior (Dependent Variable), multiple regression analysis have been used.

$$Y = \beta_0 + \beta_1 B.I + \beta_2 E.P + e \dots\dots (1)$$

Where Y is the dependent variables i.e. Consumer buying behavior. B.I is the brand image and E.P is the emotional

advertising (independent variables). B_0 , B_1 , and B_2 are the parameters of the model. So after putting the values derived

from below mentioned table no. 3 econometric model may be written as

$$Y = 11 + 0.471B.I + 0.190E.P + e \dots (2)$$

Table 1: Model Summary

Model	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.451	.252	.672	1.782
a. Forecasters: (Constant), Emotional Adv, Brand image				
b. Dependent Variable: Consumer Buying Behavior				

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.593	2	14.26	29.350	.000 ^a
	Residual	112.480	162	.596		
	Total	145.073	164			
a. Forecasters: (Constant), Emotional Adv, Brand image						
b. Dependent Variable: Consumer Buying Behavior						

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	-.449	.530			.398
	Brand Image	.809	.145	.471	5.565	.000
	Advertisement	.217	.009	.190	2.198	.039
a. Dependent Variable: Consumer Buying Behavior						

5. Results and Discussions

Table No. 1 explains the complete outline or summary of the results. The value of R square (R^2) 0.451 explains the variation in the dependent variable i.e. consumer's buying behavior due to emotional advertising and brand image of the products. In the meanwhile 1.782 is the value of Durbin-Watson which explains that there is positive autocorrelation between the variables included the model.

Similarly the results of Table No. 2 explains the significance level at 0.000 i.e. fewer than 0.05 which shows the effective impact of emotional advertising and brand image of the product on dependent variable. Table No. 3 possess the value of B_1 0.471. It illustrates that 47 percent variations exists in the dependent variable (Consumer Buying Behavior) because of brand image of the product and 0.190, the value of β_2 shows that only 19 percent variations exists in the dependent variable due to emotional advertising at 0.039 level of significant. It clearly shows the weak relationship with dependent variable as compared to β_1 .

At the end of this study, it is concluded that emotional publicity and brand image has strong positive impact on consumer buying behavior. Findings confirm the idea that the important thing in consumer's mind is their social behavior and on the basis this idea they prefer the branded products. Further brand image and emotional advertising has significant positive relationship with consumer buying behavior.

6. Suggestions / Recommendations

The basic objective of the study was to inspect the relationship among the emotional publicity and brand image of the products being sold out in the market on consumer's buying behavior. After the operations of applying all essential SPSS tests, findings shows that image of the brand have positive relationship with buying behavior of the consumers in the market. Emotional publicity also has the positive impacts on consumer buying behavior. Furthermore results show that the people of Jauharabad are becoming very conscious for the purchase of branded products to show off their personality symbol. So brand image could change the mindset of the consumers for the sake of their social living standard, hence the topic may be focused more.

After evaluating the entire derived findings author can summarize this whole paper that when people will inform by the emotional publicity about the good quality brands having in the market that specific brand will become the part of the brain of the consumer. This mindset will support their buying behavior. So publicity has become the main stick to attract the customers for the managers to buy their products rather than their competitors.

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