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# Impact of Television Advertisement on Consumer Buying Behavior: The Moderating Role of Religiosity in the context of Pakistan

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## Abstract

The present marketing era shows large dependence on television advertisements which have created serious social and ethical problems due to their materialistic focus. These problems are particularly seen in many Muslim countries including Pakistan in terms of diversion from their cultural and religious values. Main objective of our study is to analyze that to what extent religiosity impacts the buying behavior of Pakistani consumers by watching portrayal of women in television advertisement. For this purpose, relevant data has been collected from 200 respondents through questionnaire. Our survey instrument included a list of 30 statements on a five-point scale. To test our model regression analysis was carried out with the help of SPSS which revealed the positive relationship between television advertisement and consumer buying behavior in the presence of women. However, on the other hand, this relationship becomes negative in the religious minded people. The results of this study are significant. Findings of our study reflect practical implications for marketers to choose appropriate advertisement themes and styles in observance of cultural values and religious beliefs of local society. The study will be helpful for advertising agencies to prevent them from big losses by making blameless advertisements which are accepted by all of the peoples of our society including the religious minded consumers.

**Keywords:** TV advertisement, Consumer Buying Behavior, Religiosity, Portrayal of Women

## Introduction

Advertisement is the paid form of communication to influence the targeted consumers, in effective and efficient manner, towards specific products and services (Haroon, Queshi, & Nisar, 2010). The advertisements practices in 21<sup>st</sup> century are fulfilling the purpose of earning more and more profit by exaggerating the product features by using sex appeals and emotional elements

which has no linkage with culture or religion. Many companies using women as models in their advertisements wearing such dresses which are not compatible in the society (Lambert & O'Brien, 2009). Such problems witnessed loss of cultural values, religious values and identity in the Muslim countries (Zamin Abbas & Bari, 2011).

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To address these social issues, the main problem that we are focusing in our study is spending the higher budgets which would be turned into wastage of money without identifying what happens inside consumers' minds. In generally, marketers assume that spending more money on advertisement will positively affect the consumer buying behavior towards the product (Zaltman, Dotlich, & Cairo, 2003). For this purpose we will see the impact of advertisement on consumers' buying behavior. We also analyzed that how this impact is changed due to religious mind thinking. In fact, religiosity has great influence on consumers' behavior pattern (Abdur Razzaque & Nosheen Chaudhry, 2013). The portrayal of women as a model in our television advertisement may impact negatively on the religious minded people and the advertisers suffer from a big loss (Abbasi, Akhter, & Umar, 2011). We conducted this study in the context of Pakistan which is an Islamic country. Most of the people living here have religious thinking. The primary focus of advertisement companies is to enhance the business profitability (Zaltman, 2003) but the companies mostly ignore many societal religious beliefs and values. In this way, television advertisements damage emotions of religiously committed consumers or a particular religious minded class of consumers who avoid watching such advertisements and the marketers start losing good return on their invested amounts.

Previously, a series of studies on television advertisement, consumer buying behavior and religiosity was carried out by various scholars. In these studies, researchers' focused separately on television advertisement impact on consumer buying behavior (Haroon et al., 2010; Jolodar & Ansari, 2011; Shojae, Totonkavan, & Sanjani, 2014; ur Rehman, Nawaz, Khan, & Hyder, 2014), similarities and differences in consumption-related activities among consumers affiliated with religions (Hamad, 2012; Jamal & Sharifuddin, 2014; Mansori, Sambasivan, Md-Sidin, Wright, & Wright, 2015; Siala, 2013), and cultural factors of using women in advertisements (Aslam, 2009; Ingham, 2012; Masquit, 2006; Sharma, 2012; Thiel, 2003).

We observed that the variables used in this study have not earlier been discussed together. In this study, we wanted to see the effect of religiosity in combination with television advertisement in the presence of portrayal of women on consumers' buying behavior. Purpose of our study is to interconnect all these variables in a way to find out how religiosity changes the consumer buying behavior in the presence of women in television advertisements.

Results of this study would be beneficial to the marketers in order to choose appropriate advertisement themes and styles in observance of the traits, norms, values and religious beliefs of local society which conveys the informational and emotional message in a positive way.



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While proceeding with the study, we critically examined the literature and then discussed theoretical framework and formulated hypotheses. Next, we have discussed research methodology and data analysis. Finally, we discussed the results and concluded with some implications.

## Literature Review

In a competitive economic system, the success of the business depends on an accurate knowledge of the consumers. Knowledge of consumers starts by cognitive approach. According to (Abideen & Saleem, 2011) “television advertisement is a best way to promote products and services in front of millions of consumers” Television advertisement influences the buying behavior of the consumers with effective and efficient manner. Television Advertisement can be defined as “any paid form of non-personal communication of ideas or products on the electronic media to end user” (Bogdanovic, 2013). Consumer buying behavior has always been of great interest to marketers. The knowledge of consumer buying behavior helps the marketer to understand how consumers think, feel and select from alternatives (Browne, Durrett, & Wetherbe, 2004). A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers (Vani, Babu, & Panchanatham, 2011). Consumer buying Behavior is defined as;

*“the study of individuals, groups and the processes of decision making, selection, usage and dispose of products to satisfy needs”* (Jain, 2014).

According to various studies, it revealed that television advertisement has the biggest effects on audiences and persuade them to start purchasing processes and has strong influence on consumers’ perception (Jolodar & Ansari, 2011). The major aim of television advertising is to impact on consumer buying behavior; however, this impact is changed frequently with people’s emotions and perception. Emotions and perception regarding a particular product consist of those factors which affected consumer mind in terms of its cultural values and beliefs (Romaniuk & Sharp, 2004). Television is considered major source in presenting the cultural values of any society (Abideen & Saleem, 2011). Culture is part of us and it covers every part of our lives from what we eat to what we wear and the way we feel the others around us (Hyun, Kim, & Lee, 2011). Pakistan is an Islamic state and culture of Pakistan is based on Islamic code of ethics. Pakistan has its own traditional values which represent the significance of things, concepts, ideas, opinions and beliefs in the context of Islam. Whiles religiosity is a part of culture and has great influence on the relationship between television advertisement and consumer buying behavior.

Religiosity can be defined as ;

*“Religiosity refers to the degree to which a person adheres to his or her religious values, beliefs and practices and uses them in daily life”*.



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The religiosity is a multidimensional concept. In the early study of religiosity done by (Allport, 1979) proposed two dimensions on the basis of intrinsic and extrinsic religiosity. Intrinsic religiosity can be said “a person sincerely believes in their religion and all its teachings and attempt to adhere preaches in his life. Extrinsic religiosity can be said “a method of using religion to achieve non-religious goals and performing religion as a means to an end”. Finally, (Stark & Glock, 1968) religious involvement comprised over five dimensions: Religious Belief, Religious Practice, Religious Knowledge, Religious Experience and Consequential Dimension. In addition, different studies showed that religious affiliation has strong influence on consumers buying behavior. Religiosity includes various religiously committed activities which has a strong sense of commitment to consumer’s beliefs and behavior according to the norms as described by its religion (Shukor & Jamal, 2013). Every religion has its morality and the morality of Islam is haya (shyness) so portrayal women model in television advertisement is against the Islamic code of ethics. Portrayal of women as model is considered good in any religion (Walter & Davie, 1998).

Every religion gives honor to women, while presentation of women as model in western style and intention to attract consumers is slang aspect of television advertisement (Courtney & Whipple, 1974). Various studies have shown that women in advertisements seem as strippers or dancers and presented as tools for social or personal achievement (Lavine, Sweeney, & Wagner, 1999). Women misrepresentation in advertisement is a worldwide phenomenon (Khraim, 2012). This misrepresentation of women in television advertisement damage emotions of religiously committed consumers and reduce the dignity of women and ultimately influences negatively on buying behavior of religious committed consumers (Shin, Moon, Park, & Kim, 2011). Negative reaction of consumers affect directly and indirectly on buying behavior along a path from personal determinants to buy motives (Shin et al., 2011).

After reviewing the literature, we come up with the idea that intense work has been done on the television advertisement impact on consumer buying behavior but little work as per our research has been seen on impact of religiosity on the relationship between television advertisement and consumer buying behavior so we have chosen this research topic.

## **Theoretical Framework**

Studies of various researchers showed that there is strong relationship between television advertisement and consumers’ buying behavior (Anwar, 2012; Farooq, Shafique, Khurshid, & Ahmad, 2015; Malik et al., 2013). Religiosity also influences on consumer buying behavior pattern (Bailey & Sood, 1993). In this model, cognitive theory is core theory behind television advertisement, consumer buying behavior, and religiosity but in different ways. According to our model, we propose that television advertisement has strong impact on consumer buying behavior. However, religiosity as a moderator has changed the impact of television advertisement in the presence of women portrayal. Thus, we examine the influence of television advertisement on consumer buying behavior via moderator of religiosity. Because religiously committed consumers



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strongly react and feel resentment and sorrow when he sees something negative to his faith (Virvilaite & Matuleviciene, 2013). Religiously committed consumers take portrayal of women in television advertisements against the religious faith. So using women in television advertisement in odd styles and manners will lead to negative reaction by the religiously committed consumers towards any particular product. Following is the framework for our study:

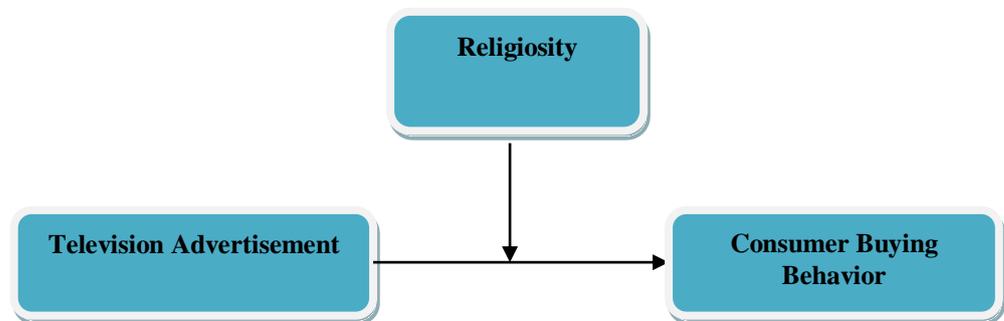


Figure 1: Theoretical Framework

## Hypotheses

Television advertisement has positive impact on consumers' buying behavior. Many consumers do not buy whatever is available or affordable if a product has good value for its price. However, advertising helps in projecting product quality and value before the consumers. Television, as a medium of advertising a product has more impact on the consumers when compared with any other media being used for the same purpose (Ayanwale, Alimi, & Ayanbimipe, 2005). It is also observed that emotional response establishes strong association with the consumer's buying behavior and this emotional attachment is created through television advertisement (Gardner, 1985).

***H<sub>1</sub>: Television advertisement has positive impact on consumer buying behavior.***

Television advertisement has strong relationship with consumer's buying behavior. However, religiosity is considered most important for affecting shopping pattern because of its role as a determinant factor on the demand side. Religious peoples' shopping behavior reflects the religious belief and values (Kamaruddin & Mokhlis, 2003). Television advertisement is strongly associated with consumers' buying behavior. On the other hand, portrayal of women in television advertisement is considered unethical. It is also observed that the consumers with higher religious inclination show negative response to the controversial advertisements from those of lower religious inclination. In addition, portrayal of women in advertising is changing the concept of respects about the women among the minds of viewers and also indicates that a woman's physical beauty is likely to be an instrument for inducing demands for products (Khraim, 2012). However, we assume in this hypothesis that religiosity change the impact of television advertisement in the presence of women on consumer's buying behavior.

***H<sub>2</sub>: Religiosity has moderating impact on the relationship of television advertisement and consumer buying behavior in the presence of women in television advertisements.***

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## **Research Methodology**

### *Sample and Procedure*

In this study, we conducted survey from the consumers living in Pakistan. Convenience sampling method was used to gather relevant data. All the respondents were Muslims, older than 18 years and belonging to different demographic groups in terms of gender, age, education, Marital Status and responsibility level. Data was collected by using a questionnaire. Questionnaire was based on Likert scale ranging from 1-5. In which 1= strongly disagree and 5= strongly agree. Total number of respondents who were contacted to fill in the questionnaire was 200 and responses received were 200 (100 per cent). SPSS version 21 was used for the analysis of these responses.

### *Measurement*

Variables of our study were well used in previous studies so there was no difficulty to select instruments from such sources hence we used earlier developed instruments for our study. The survey instrument included a list of 30 statements from which 200 respondents were asked to indicate their level of personal acceptance on a five-point Likert scale. To measure television advertisement, we adopted questionnaire guidelines from (Ng & Houston, 2009) and took three items related to television advertisements. For consumer buying behavior measurement, we used questionnaire guidelines from (Jiang & Benbasat, 2007) and took four items related to consumer buying behavior. To measure religiosity, we used questionnaire guidelines from (Newaz, 2014) and took six items related to religiosity. To measure women presence in television advertisement, we used questionnaire guidelines from (Khraim, 2012) and took seventeen items related to women presence in television advertisements.

## **Statistical Data Analysis**

In this section we are discussing the analysis of data to explore the relationship between independent variable television advertisement and dependent variable consumer buying behavior. The moderator role of religiosity is also examined. Further to test hypothetical relationship among variables and validity of instruments are examined in the context of Pakistan.

To test our model multiple regressions has been used with the help of SPSS. In our research we have tested missing value analysis. Further demographic analysis of respondents was also carried out to know the demographic characteristics of our sample. Data was collected from 200 respondents.

We have analyzed the data through significance of hypothesis. Significance value greater than .05 will guide us to reject null hypothesis and accept alternate hypothesis. Significance value less than .05 will guide us to accept null hypothesis and to reject alternate hypothesis. We have applied the test, multiple



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regressions for testing our data. Greater the value of R square greater will be the significance of the study.

### Missing Value Analysis

During missing value analysis, we have found no missing values in our data. The reason of no missing values is that we keenly collect the data from respondents.

### Reliability of Measuring Instruments in the Context of Pakistan

Internal consistency was tested with Cronbach's alpha coefficient in our study. Because Cronbach's alpha is a measure of internal consistency that how closely all variables related as a group. It is considered to be a measure of scale reliability.

#### Cronbach Alpha

Scales	Cronbach's Alpha	No of items
Television Advertisement	.867	20
Consumer Buying Behavior	.537	4
Religiosity	.739	6

Above table is showing that reliability scale of television advertisement in the presence of women has value of alpha .867, Consumer Buying Behavior .537 and Religiosity .739. If the value of Cronbach's Alpha lies near to 1 then the data is more reliable. Normally if value of Cronbach's Alpha is greater than .6 then the reliability is acceptable. But if it is more near to 1 than the data is more reliable.

### Factor Analysis

Factor analysis is a statistical tool to know about the variability of observed and related variables. It is used to identify the inter-related variables, and see how they relate to each other. The values of communalities after performing factor analysis are greater than 0.5 that shows variance explained by each variable is statistically significant. Furthermore analysis shows that each variable is significantly explaining all constructs and data collected by the respondents is reliable.

### Regressions Analysis

For testing model, we have used regression analysis. Regression analysis is a statistical process for estimating the relationships among variables. It has focus on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied.





Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255 <sup>a</sup>	.065	.041	.30230
2	.505 <sup>b</sup>	.255	.231	.27061

Table 1: Model Summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.740	.146		32.506	.000
	Gender	.028	.045	.045	.621	.536
	Age	.094	.031	.238	3.054	.003
	Qualification	-.013	.027	-.034	-.481	.631
	Marital_Status	-.106	.044	-.195	-2.433	.016
	Responsibility	-.037	.028	-.094	-1.330	.185
2	(Constant)	3.305	.243		13.610	.000
	Gender	.041	.040	.065	1.011	.313
	Age	.073	.028	.185	2.644	.009
	Qualification	-.006	.024	-.015	-.245	.807
	Marital_Status	-.081	.039	-.149	-2.062	.041
	Responsibility	-.042	.025	-.106	-1.686	.093
	Ads_Wom	.370	.053	.439	7.007	.000

Table 2: Coefficients

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255 <sup>a</sup>	.065	.041	.30230
2	.740 <sup>b</sup>	.548	.532	.21126

Table 3: Model Summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.740	.146		32.506	.000
	Gender	.028	.045	.045	.621	.536
	Age	.094	.031	.238	3.054	.003
	Qualification	-.013	.027	-.034	-.481	.631
	Marital_Status	-.106	.044	-.195	-2.433	.016
	Responsibility	-.037	.028	-.094	-1.330	.185
2	(Constant)	2.920	.193		15.151	.000
	Gender	-.009	.032	-.014	-.273	.785
	Age	.015	.022	.037	.664	.508
	Qualification	.005	.019	.014	.291	.772
	Marital_Status	-.038	.031	-.069	-1.225	.222
	Responsibility	-.005	.020	-.013	-.259	.796
	Ads_Wom	.484	.042	.574	11.398	.000
	P_AdS_W_M	-.825	.074	-.585	-11.166	.000

Table 4: Coefficients

## Results

For results of our study, we perform the regression to check the direct effect of television advertisement on consumer buying behavior. Results show in table 1, as the above model-1 that the value of R Square value is .065 which lies within the range 0 to 1. It means our demographic variables are controlled. The R square value in model-2 shows that independent variable predicts .255 variations in dependent variable. It means that the television advertisement has 25.5% effect on consumer buying. Results of ANOVA Shows Significance value which is less than 0.05. Standardized beta shows the relationship between



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variables.

As per given above table 2 of Coefficients, Television Advertisement standardized beta value is .439 which shows that television advertisement has positive relationship with consumer buying behavior.

Again we perform the moderation through regression to check the relationship between television advertisement and consumer buying behavior, and how much this relationship is change due to the moderating effect of religious mind thinking people. In table 3, as the above model-1 showing that the value of R Square value is .065. It means our demographic variables are controlled. The R square value in model-2 increased and shows that independent variable predicts .548 variations in dependent variable. It means religiosity has 54.8% effect on the relationship of television advertisement and consumer buying behavior. Results of ANOVA Shows Significance value which is less than 0.05. As per given above table 4 of Coefficients, television advertisement has positive relationship with consumer buying behavior. But the value of moderator variable is negative. It means that the television advertisement with the role of women has negatively impact on religious mind people and by this way the consumer buying behavior also may negative in the short run. But it is positive in the long run because the results predict that the relationship becomes positive because after some time the product becomes the necessity of the consumer. So consumer is affected by the television advertisement with the portrayal of women in start but after some time they purchase the product.

## Discussion

Main objective of this study was to examine that to what extent the religiosity change relationship between television advertisement and consumers' buying behavior. In this section, the results of our study are discussed.

Firstly, results of this study show that there is positive and significant impact of television advertisement with the role of women on consumers' buying behavior. Generally, television advertisements create awareness, knowledge, interest and reaction in consumers about a particular product. These also influence the buying behavior of consumer and build the behaviors of society regarding products. In addition, television advertisements help the people to make frame of decisions regarding products. Normally, people are attractive towards that advertisement in which there is portrayal of women. In other words, portrayal of women increases consumers' attraction toward the products. Furthermore, it is also possible that there is no influence of women portrayal in television advertisements on consumers' buying behavior.

Secondly, results show that religiosity is an important factor for changing perception of consumer buying behavior regarding a particular product in religious minded consumers. The behaviors of religious minded consumers become negative due to women portrayal in television advertisements. In other words, the relationship of television advertisements and consumers' buying behavior pattern become negative and buying behavior decreases toward the product. But it is also possible that effect of religions on marketing discipline



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has not accurately been held. Because consumers' buying behavior pattern affected by consumers' intrinsic religiosity level. When intrinsic religiosity level increases, involvement level about products also increased otherwise no effect.

## Conclusion

The aim of this study was to examine the impact of television advertisements on consumers' buying behavior via moderating role of religiosity in the context of Pakistan. Results of our study show that television advertisements have strong and positive relationship to consumers' buying behavior pattern. However, religiosity changes this relationship by portrayal women in television advertisements due to their religious beliefs.

## Limitations of the Study

Longitudinal study could have been undertaken for which longer time was required but due to limited available time, cross sectional study was undertaken.

## Future Research Directions

Although some research work has already been done, yet there is need to further explore this topic in the context of Pakistan. We have done quantitative study; future researches will start with qualitative interviews of consumers. In this way the researcher can better sketch the opinion and perspectives of all kind of consumers regarding women portrayal in television advertisements and consumer's buying behavior pattern.

## Significance of Study

Findings of our study will be helpful for advertising agencies to prevent them from big losses by making blameless advertisements which are accepted by all of the peoples of our society including the religious minded consumers.

## Contribution and Implication

To the best of our knowledge, this study is first of its nature. In this study we have taken together the three variables viz television advertisement, consumers' buying behavior and religiosity together which in the previous studies were discussed separately. We have introduced the new concept by taking these three variables in the context of Pakistan. Results of our study are support to existing literature.

The study reflected practical implications for marketers to choose appropriate advertisement themes and styles in observance of cultural values and religious beliefs of local society.

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