

**IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR
TOWARDS BRANDED MENSWEAR
(A STUDY ON JUNAID JAMSHED AND AMIR ADNAN)**

By

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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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ABSTRACT

Purpose-The aim of this study is to find the impact of advertising on consumer buying behavior towards branded menswear, with a special focus on Junaid Jamshed and Amir Adnan. This study also aims to determine different factors of advertising such as Electronic media, Social media and Print media advertisement which aid in the increasing loyalty of customers towards these brands.

Methodology/Sample- The Primary sources have been used to collect data from different male respondents of Karachi. A structured questionnaire based on likert scale, has got filled by the target audience, as the mission was to get filled at least 200 questionnaire from respondents and 203 respondents provided the reliable data and it has been collected for research. For further research, the collected data was entered into SPSS 21 to apply different tests on it. The reliability test of this data has been done by using Cronbach Alpha value with its standard value. To analyze the data, Regression Analysis, ANOVA, Correlation and Friedman tests were applied. Friedman test was also applied exclusively on the data of Junaid Jamshed and on Amir Adnan as to see which brand has higher Mean Rank as compare to other.

Findings- The outcome of the research showed that none of the factor influence the consumer buying behavior and in Pakistan consumers may get influent by other factors such as word of

mouth marketing etc. The results of the analysis have showed us that factors like social media, print media or electronic media have not any effect on consumers buying behavior and consumers got influent by other factors than that.

Practical Implications- The results of this study will help advertisers to find some new unique ways of advertising. This will also help future researchers who wanted to conduct research on above two brands. As researchers can do extensive research by including both the genders and can also increase their factors to find the best out of it.

Keywords: Consumer buying behavior, Advertisement, Influenced, Factors.

CHAPTER I

INTRODUCTION

1.1 Overview

Advertising has proven to be an effective and impactful marketing tool used to promote brands, in Pakistan companies using mass advertising in the form of print media, social media and electronic media contributes in influencing consumer toward their brand. However, growing number of apparel companies in the market are creating a complex environment where advertising has been taken to a whole new level. Especially electronic media has a large viewership and there is a large interest of electronic media has been found in Pakistan. Consumers prefer to see their favorite ads on television, Radio or via Internet. (Hussainy et al, 2008).

According to Elisabetta Corvi and Michelle Bonera (2010), advertising is not only to present your brand in front of your customer, but there should be a methodology behind every advertising campaign. Elisabetta and Bonera keenly focus on the message of the brand.

(Ko et al,2010), said that that consumers value of clothing ads have been changed if you talk about clotting ads in 1960s and 1970s emotional values have also been sold along with clothes by the companies but in 2000s functional values have taken place of emotional values as now consumer value clothing products through its functional use as of emotional usage.

When companies adopt advertising strategies, most of their efforts are used in devising concrete plans on highlighting the main unique selling preposition or the main attributes of the product. The modern customer is well informed of marketing strategies employed by businesses. According to previous researches, sales declined for various companies that did not adopt or

believe in advertising strategies. It is never the packaging, price or place where businesses achieve success; it's all about how business promote their products or services (Ko et, al 2010).

Attitude that is formed towards the ad related to any brand usually help Consumers to mold their purchase decision. Customers can make choice of their own and can go with any brand influenced by its advertisement. Advertisement helps customers to recall the brand and will help them making right purchase. It is also noticed that those companies who focused on competitive advantage and offer brand knowledge have been valued more by the customers

However, apparel and clothing companies rely heavily on outdoor ads and store signage. The ads did not come without problems, mostly oil painted these ads were challenged with chances of fading or most hoardings and frames made from plastic or low gauge metal sheets. Other than this screen printing posters and billboards are also widely used today these concepts were well recognized from countries like Australia. Apart from all this, apparel companies also advertise their latest clothes and designs with the help of the magazines and catalogues that are issued on seasonal basis. These magazines and catalogues highlight the latest fashion worn by famous celebrities, these celebrities are also the brand ambassadors of the apparel company and they promote the clothes.(Niazi et al, 2012).

Traditionally Pakistani men apparel consists of stylish and ostentatious embroideries, made from the finest fabrics and worldly renowned for being light as a feather, most importantly durable. But in recent years men apparel companies like Junaid Jamshed release catalogues that are available in stores and can be found online, the catalogue showcases the various collection of apparel such as kurta collection, groom collection, t-shirt collection and many others that are made by Junaid Jamshed.

1.2 Statement of the Problem

Some studies criticize and think advertisement is harmful to the society However; advertisement is not what brands personally intend to understand, but what customer understands. It is not only what you wanted to communicate, but what was actually communicated. (Barbara, J. 1997).

This study aimed towards finding the impact of advertising on consumer behavior towards the two leading local men apparel brands, namely Junaid Jamshed and Amir Adnan. They have been

into this business since last decade and with comparatively less branding activities than that of the competitors, both these brands are amongst the top two men clothing brands of Pakistan. Amir Adnan clothing works differently, promoting and advertising clothes through e-stores and fashion shows which are more effective tools of reaching to the target audience.

Hence this study reveals the consumer behavior towards both these brands have been different, in terms of pricing Amir Adnan charges a higher price for offering same designs and quality of clothing as compared to Junaid Jamshed. Despite this, Amir Adnan stays upfront in market for being the most expensive apparel clothing for grooms and wedding events. Junaid Jamshed apparel succeeds more for the people who look for the best match in price and quality.

1.3 Background

Garment industry is one of the most flourishing industries in Pakistan. Not only as manufacturer, had Pakistan also had a prominent position amongst the exporter countries. With a large number of players shaping up the apparel and clothing market of Pakistan, the industry experiences an excessive amount of persuasive advertisements. The large number of choices available for the consumers enables the competitive market players to make gain market share through advertisements and other marketing activities.

Brand perception is always based on how well your brand communicates with your target audience. The main targets of your advertising can also be achieve by AIDA Model (Attention, Interest, Desire, and Action)as it also help brands to align their Marketing campaign in proper manner Brasini et al. (1993).According to some people, sometimes advertisement does exaggerate product's feature and customer persuasively buy it (Smith et al 2006).

Junaid Jamshed started just with just an outlet in Tariq road Karachi, back in 2002. Initially they have tapped Karachi market and after a rapid success they have able to open their outlet all over Pakistan with strong influence in Men's clothing. The main philosophy behind opening Junaid Jamshed outlets is to re alive the traditional eastern clothing trend in Pakistan and with some odd combinations, it got succeeded and consumers started liking it more and more and personality behind all this was Mr. Junaid Jamshed whose own attire depicts the same eastern culture in Men's Clothing.

Another brand which competes in eastern clothing against Junaid Jamshed is Amir Adnan. Amir Adnan in 1990 saw the evolution of men's fashion in Pakistan. He firstly launched tie range for Men tie's and shirts and after the huge success of his Men's western wear he came up with eastern rage for Men. He is giving tough competition to Junaid Jamshed in eastern Men's wear as his unique design and sense of loyalty in his clothing especially in kurta's excites consumers to make its purchase. He is also following the different ways of advertisement which is more likely to grab more consumers.

1.4 Research Significance

In this research, the researcher will find out the impact of advertising on consumer buying behavior towards two local brands Junaid Jamshed and Amir Adnan. This research would be beneficial to other researchers in order to understand consumer behavior in Men's clothing in Pakistan and it would be beneficial to local advertisers as well in order to know that what kind of advertisement influence or change consumer behavior towards each brand. This research would also be beneficial to other local brands in Pakistan as to understand market trends and to launch new products according to the needs and buying behavior of consumers.

1.5 Outline of the Study

In chapter 1, researcher provided the background and related context of the topic and its overall scope in the research. In Chapter 2, researcher relates it with literature review, in which researcher provided the previous published data in context with advertisement. This includes the main idea, Methodology, Research methods and findings. In chapter 3 Research methods have been defined through different sampling and data collection techniques. In Chapter 4 data have been analyzed and at the end in chapter 5, conclusion and discussion on other future policies have been included.

1.6 Resources Constraints

Due to limited time and less amount of resources the target market of this research is only the male respondents of Karachi City.

CHAPTER 2

LITERATURE REVIEW

2.1 Impact of Advertisement on Consumer Buying Behavior

Samuet, al (1999) discussed that advertisement helps new brands to position themselves in the market by focusing on the features of their products. It is quite difficult for the consumer to bifurcate between two newly launched brands with even different product categories. Unique ads do play an important role as Product features in ads play vital role in consumers purchase decision many brands got competitive edge over advertisement and be able to grab more customers from market as of their competitors. As more the advertisement relates with the features of the product the more people would purchase it.

When companies adopt advertising strategies, most of their efforts are used in devising concrete plans on highlighting the main unique selling proposition or the main attributes of the product. The modern customer is well informed of marketing strategies employed by businesses. According to previous researches, sales declined for various companies that did not adopt or believe in advertising strategies. It is never the packaging, price or place where businesses achieve success; it's all about how business promote their products or services. (Ko et al, 2010)

Attitude that is formed towards the ad related to any brand usually help Consumers to mold their purchase decision. Customers can make choice of their own and can go with any brand influenced by its advertisement. Advertisement helps customers to recall the brand and will help them making right purchase. It is also noticed that those companies who focused on competitive advantage and offer brand knowledge have been valued more by the customers (Niazi et al, 2012).

Gabriel and Loredana (2012) discussed that the price of any brand has strong influence on the consumer buying behavior. As utilization of money is also an important factor for consumers. A lot of customers want low priced brands along with high quality so that they make repeat purchase.

Advertisement changes customer perception. Advertisers do encourage dissatisfaction among consumer. They changed consumer's requirements into needs and consumer feel high level of

dissatisfaction until they buy that product. Bold Advertisement does affect male and female customers. It is also noticed that having female models in any of ad have a negative impact on youth. Advertisers focus on female model body posters and gestures more rather than product and its features. Because of that people do get dissatisfied with the product. Advertisers should not encourage such type of ads through which youth get dissatisfied and feel uncomfortable (Kanwal et al, 2013).

(Hutter, et al 2013) also said that Consumer purchase decision is one of the most critical part for any brand. Why would they chose you, what you have done to influence them to buy your brand? In this world consumers have to make many decision in their daily lives and due to overloaded information given in the advertisement it is always be a difficult for a customers to make a purchase decision. Not only this, sometimes customer gets irritated from aggressive advertisement and buy brands according to their cognitive preference.

Most of the times advertisers do over exaggerate the main idea. Sometimes advertisers provide false information in their ads, which miss guide consumers and wrong information influence consumers to buy that product. Changing consumer behavior through false selling creates more dissatisfaction among customers. It also cause bad word of mouth related to that brand (Kanwal et al, 2013).

However, (Rai, 2013) argued that, Advertisement plays an important role in consumer behavior. One of the biggest advantage of advertisement is Advertisers can show dual usage of single product to their consumers. It has been observed that right advertisement strategies can change customer purchase decision and people get influenced by certain features of any product. Advertisement is also helpful to get competitive advantage. It is also observed that advertisement is the only form of communication which persuades consumers to perform purchase action of any brand. Creative advertisement overcomes issues like high price and poor product quality. It will persuade consumers to purchase just because of key factors like brand name, brand uniqueness and celebrity endorsement. Advertisement also influence customer perception related to any brand and this will make consumers more brand loyal. Advertisements showing consumers convenience would be able to get more customer attention and consumer behavior changes whenever they feel like sense of ownership with it (Shumaila and Ayesha 2013).

2.2 Impact of Print Media on Consumer Buying Behavior

In Print media advertisement celebrity endorsements play an important role on consumer behavior. Because of their fame and respect in the market, Consumers prefer to buy those Newspapers and Magazines in which they would be able to find their favorite Models or actors. On the contrary media agencies had to pay handsome amount to those actors or Models and to market their product in any of the Newspaper or magazines. Celebrities do charge them according to their ad space, Medium and their paying strength (Kaiser, 2002).

Hyunjoo Oh (2005), describes that Print media advertising is the blend of the positive and negative feelings. Now it depends on the consumer that how would they perceive the information provided to them. Positive feelings of any of the print ad directly affect the purchase decision from consumer's end and they would go for it. And negative feelings do create dissatisfaction in the consumers mind and they might stop purchasing that brand.

Print Media advertising has its own reputation and authenticity in advertisement world. Reactions of consumers on print media advertisement especially on apparel brands are sometimes very crucial because consumers might not be able to relate with the print ads. In print media advertisement it is totally depend on the consumers that how they further process the information of the advertised brand. Therefore, it is very important to notice that what kind of reactions raised after the advertisement from consumers end, and how organizations would be able to judge the success rate of their advertisement campaign (Hyunjoo Oh, 2005). Similarly, in print ads consumers normally looking for features and services in the ad rather than ads shape or looks. It is also found that people prefer to read print advertisement because they believe they can stop and reread it, if they even left it in between. Print media advertisement is not time constraint and people can have all the required information without any timing barrier but another challenge which print media advertiser has to face is they have to provide all the information in the provided space and in specific size in any of the newspaper or Magazine. Consumers purchase decision can be affected if advertisers could not be able to provide the full information in the provided space and this would have been increase more dissatisfaction among the consumers related to the brand (Hsu and Mo, 2009).

Chinenye et al, (2012) mainly focuses on the objectivity of print media. According to him convenience is the most important factor because of why consumers prefer to go with print media. Economy is also a factor of its consumption as consumers can have easy and low cost incurring access to news and advertisements of their choice. Print media Organizations generate revenue through advertisement. Newspapers and Magazines are the means of providing information to its target audience. Customers do buy their favorite newspaper or magazine to get know the latest news according to their age and gender segments. Print Media organizations do generate revenue from paid advertisements. Advertisers most of the times do manipulate the content of the news and get access to some editorial rights reason is that they are paying huge amount in terms of advertisements to Print Media organization.

2.3 Impact of Electronic Media on Consumer Buying Behavior

In Electronic media advertisement infomercials are moving more upward as compare to Television Commercials or Radio advertisement. Infomercials have taken sudden and powerful growth in recent times. Big Multinationals have also start thinking to advertise their product or services through infomercials. It is noticed that through infomercials brands gets more popularly among their target audiences. The reason of its popularity could be the consumer likeliness towards its demonstration, the insights of the products and its usage. The popularity of Infomercials could be even more just because their actual buyers might don't know the other practical usage of the same product. In Infomercials it is also noticed that, few elements encourages customers to make purchase such as products usage, its convenience, and its unique and comfortable style. All such things have been demonstrated quite well in infomercials (Martin et al, 2002).

Whereas, Robertson (2008), argued electronic media took advertisement and consumerism into next level. The electronic media advertisement has the most long lasting impact on the minds of consumers and if your ads or its bottom line is catchy as it will remain in the minds of consumer for decades. Considering the all positive facts, electronic media has negative impact too. The Electronic Medium which carries the most negative impact is Internet. On contrast to Television

and Radio, Internet is the medium which bring threats to human health in the form of mental and physical disorders and this is also hurting the social and cultural values of people as most consumers spent time in only surfing and they won't be able to concentrate in daily events of their lives.

Advertising has proven to be an effective and impactful marketing tool used to promote brands, in Pakistan companies using mass advertising in the form of print media, social media and electronic media contributes in influencing consumer toward their brand. However, growing number of apparel companies in the market are creating a complex environment where advertising has been taken to a whole new level. Especially electronic media has a large viewership and there is a large interest of electronic media has been found in Pakistan. (Hussainy et al, 2008).

However, Bisht (2013), argued that electronic media has changed the dimensions of advertisement and advertisement through Television is still one of the best and authentic way of introduction new brands to the consumers. Television has vast range and it gets engage both literate and illiterate consumers and this is the feature which made TVCs made unique from other way of advertisement.

2.4 Impact of Social Media on Consumer Buying Behavior

Hanafizadeh et al, (2010), stated that social media has a great impact on consumer behavior it is believed that there are hundreds of social networking websites running around the globe but there are very few who have strong influence on the consumers. Social networking sites got boom after the year 2004. Those website who have succeeded in reading consumer behavior early and have launched their sites with some innovative ideas are one of those who have catered the needs of consumer very well and are market leader among the hundreds. .digital media have also made life easy for online businesses and one of the biggest indicator of social networking sites success is companies are now even marketing their products through them as well.

The term social media and social media advertisement is not very much old to all of us. As it all started from last decade when people started using it and got addicted to it. Social media has its own strength and value nowadays. Most of the companies and businesses have made social

media marketing an integral part of their business plans. A study shows that around more than 85% of the top 100 companies of fortune 500 use social media websites like twitter, Facebook, YouTube, and blogs and more than 27% of them use all those platforms at a time. Social Media marketing has increased business generation of different companies through customer's maximum visits on their websites. Social media websites further improves the quality of advertisement and customers do feel more attached towards those brands as initial bonding had already been set up by TV commercials. Social media has made buying process easier for the consumers and most of the consumers now do prefer to buy products online as it look convenient to them (Pradiptarini, 2011).

SchivinskiandDabrowski (2014), discussed the impact of social media especially of Facebook on the consumer behavior and their buying attitude towards brands. Factors which have been focused in this study are firm generated and user generated social media communication. It has been observed that consumers respond differently in online purchase specifically through social networking sites like through Facebook. Social media purchases have been made more thorough user generated social media communications. Companies should have to focus on user generated communications of consumers on fan pages on social media like Facebook.

CHAPTER 3

RESEARCH METHOD

This chapter describes the Research Methodology. The main role of this study is to find the impact of advertisement on consumer buying behavior towards branded Menswear (A study on Junaid Jamshed and Amir Adnan). In this topic, the chapter explain the Research Methodology in which details are given about the sample selection, data collection method, and analyzing the

data with the help of sample questionnaire. Descriptive methodology is used to find the results. Convenient survey sampling is selected for the target population.

3.1 Data Collection Instrument

For this thesis, a self-made questionnaire was instrumented and is used for data collection. The questionnaire is used to collect data through primary sources for this research. The questionnaire is based on five points Likert rating scale. The questionnaire is made for this qualitative research. The questionnaire is filled through online survey and through email from the respondents.

3.2 Target Population

In this research data will be gathered through the primary sources. Target respondents of this research would be the male buyers of Branded Menswear, Especially of Amir Adnan and Junaid Jamshed eastern Menswear who demographically lives in Karachi.

3.3 Sample Size

This research is exploratory in nature and all sample data is collected with the help of questionnaire. The sample size contains only male respondents just because of the requirement of the study. In this research, data is collected from university students, from social media users, and from the outlets of those specific brands located in different areas of Karachi. The sample size for this research would be 200.

3.4 Small Sample Size

Due to specific target market and limited time, sample of 200 respondents is limited to only male respondents who belong to Karachi city only.

3.5 Reliability of the Questionnaire

The reliability of the questionnaire is checked by Cronbach Alpha. The test shows that its value is 0.93 which is greater than its standard value which is 0.6. This also shows that data is strongly reliable than and with this value of Cronbach Alpha further tests can be applied on the data.

3.6 Conceptual Framework

Model of the research study is:

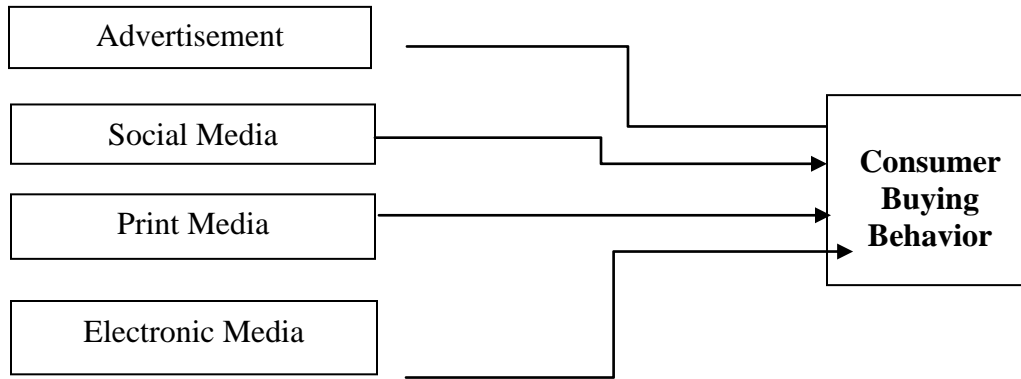


Figure No1. Conceptual Model

3.7 Statistical Technique/ Tools

The data would be analyzed through Regression, Anova and correlation, and to check its significance level SPSS software 21 would be used.

3.8 Variables of Study

Variables of the study are given below:

3.8.1 Independent Variable

Independent variables are given below:

- Advertisement
- Social Media
- Print Media
- Electronic Media

3.8.2 Dependent Variable

This research is to find the impact of advertisement on consumer buying behavior towards branded menswear. In this quantitative research used Consumer behavior as dependent variable.

CHAPTER 4

DATA INTEGRATION AND ANALYSIS

4.1 Introduction

This research is quantitative in nature, and this is to examine the Impact of advertisement on Consumer Buying Behavior towards Branded Menswear (a study on Junaid Jamshed and Amir Adnan). The Primary sources have been used to collect data from different male respondents of Karachi. This research will examine the impact and the relationship of Advertisement and its

factors such as Social Media, Electronic Media, and Print Media on consumer buying behavior. A structured questionnaire based on likert scale, has got filled by the target audience, as the mission was to get filled at least 200 questionnaire from respondents and 203 respondents provided the reliable data and it has been collected for research. For further research, the collected data was entered into SPSS 21 to apply different tests on it. The reliability test of this data has been done by using Cronbach Alpha value with its standard value.

In order to find the impact of advisement on consumer buying behavior towards branded menswear Regression, correlation and Friedman tests are used.

4.2 Reliability and Validity Analysis

The data of this research is collected through questionnaire based on Likert scale. In this test, Reliability and validity of the data is checked through the Cronbach Alpha test.

4.3 Reliability Statistics

Table 4.1 Reliability Test

Cronbach's Alpha	N of Items
.934	17

The table 4.1 depicting the reliability score by Cronbach Alpha. The test shows that its value is 0.93 which is greater than its standard value which is 0.6. This also shows that questionnaire is strongly reliable than and with this value of Cronbach Alpha, further tests can be applied on the data collected through the questionnaire.

4.4 Regression Analysis

Table 4.2 Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.110 ^a	.012	-.003	.49925

a. Predictors: (Constant), Electronic Media Social Media and Print Media

The above table provides us the result of Regression Analysis, which is used to predict the values of two or more than two variables. One variable could be dependent and other one could be an Independent variable. The above table is showing the value of R and R². In which R represents the simple correlation and R² shows the variation between the dependent variable. As per above value of R and R² we can say that Independent variables hasn't any impact on Dependent variable. As per results variables are not showing any association with each other.

Table 4.3 Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.610	3	.203	.816	.487 ^b
	Residual	49.352	198	.249		
	Total	49.962	201			

a. Dependent Variable: T_CB

b. Predictors: (Constant), T_Electronic, T_Social, T_Print

In table 4.3 ANOVA test shows us the significance level higher than 0.05. Which means it is not statistically significant which means none of above variables influenced consumer buying behavior.

4.5 Correlation

Correlation is normally used to find the relation between two or more variables. It helps finding the association between those variables. It shows that whether the association between the variables are strong or not and which variable has strong association with other.

Table 4.4 Correlations

Correlations						
		Advertisement	Social Media	Print Media	Electronic Media	Consumer Behavior
Consumer Behavior	Pearson Correlation	-.040	-.069	-.056	.008	1
	Sig. (2-tailed)	.572	.330	.429	.909	
	N	202	202	202	202	202

**. Correlation is significant at the 0.01 level (2-tailed).

The table 4.4 is showing the overall correlation between dependent and independent variables. It is shown that the dependent variable (Consumer Buying Behavior) and independent variables (like social media, print media and electronic media) have not any significance with each other, and none of them are correlated with each other. The value of sigma 2 tailed is more than 0.05 in every variable which is showing the insignificance between each variable.

4.6Friedman Test

The Friedman test is used to find the difference between two or more than two variables and the test helps to identify the variable has more Mean Rank as compare to other. It is normally conducted when we have repeated measures.

Hypothesis which has been used for Friedman Test are:

- H₁**: Print media Advertisement has a significant impact on the consumer buying behavior towards these brands.

- 2 **H₂**: Social media Advertisement has a significant impact on the consumer buying behavior towards these brands.
- 3 **H₃**: Electronic Media Advertisement has a significant impact on the buying consumer behavior towards these brands

Table 4.5 Ranks

Mean Rank	
Social Media	2.00
Print Media	2.02
Electronic Media	1.98

In table 4.5 Overall Mean Risk of variable are shown. It shows that the variable with more Mean Risk have more impact as compare to other variables and in above table 4.4 value of Social Media is 2.00 and then Print Media has the most desirable mean with 2.02, which is more than even Social Media.

Table 4.6 Statistics Test

Test Statistics	
N	202
Chi-Square	.181
Df	2
Asymp. Sig.	.913

a. Friedman Test

Table 4.6 shows us the statistics test of Friedman test. The test shows the p value, which is 0.913 which is more than significant level of 0.5 and it shows that there is no significance found between any variable, therefore results are insignificant.

4.6.1 Friedman Test for Junaid Jamshed

The Friedman test is used to find the difference between two or more than two variables and the test helps to identify the variable has more Mean Rank as compare to other

In order to distinguish between two brand and to see the consumer buying behavior we have run Friedman separately on the data of Junaid Jamshed and Amir Adnan.

Table 4.7 Ranks (For Junaid Jamshed)

Ranks	
	Mean Rank
Social Media	2.00
Print Media	2.02
ElectronicMedia	1.98

In table 4.7 Mean Risk of variables are shown specifically for Junaid Jamshed. It shows that the variable with more Mean Risk have more impact as compare to other variables and in above tables value of Social Media is 2.00 and then Print Media has the most desirable mean with 2.02, which is more than even Social Media.

Table 4.8 Statistics Test (For Junaid Jamshed)

Test Statistics	
N	107
Chi-Square	.110
Df	2
Asymp. Sig.	.947

a. Friedman Test

Table 4.8 shows us the statistics test of Friedman test. The test shows the p value, which is 0.947 which is more than overall Friedman test (shown in table 4.5) and is also more than the significant level of 0.5 and it shows that hypothesis is acceptable and all factors are almost equally important.

4.6.2 Friedman Test for Amir Adnan

Table 4.9 Ranks (For Amir Adnan)

Ranks	
	Mean Rank
Social Media	1.99
Print Media	2.02
Electronic Media	1.98

In table 4.9 Mean Risk of variables are shown specifically for Amir Adnan. It shows that the variable with more Mean Risk have more impact as compare to other variables and in above table 4.8 value of Social Media is 1.99 lesser than Junaid Jamshed and of Print Media has the most desirable mean with 2.02, which is more than Social Media.

Table 4.10 Statistics Test (For Amir Adnan)

Test Statistics	
N	95
Chi-Square	.073
Df	2
Asymp. Sig.	.964

a. Friedman Test

Table 4.10 shows us the statistics test of Friedman test. The test shows the p value, which is 0.964 which is more than overall Friedman test (shown in table 4.5) and even more than of Friedman test applied specifically for Junaid Jamshed (shown in table 4.7) and statistically it is also more than the significant level of 0.5 and it shows that hypothesis is acceptable and all factors are almost equally important.

Hence, we can say that, on the basis of above Friedman tests specifically for Junaid Jamshed and Amir Adnan, Print Media Advertisement influence the consumer buying behavior more as of Social media or Electronic Media but if you talk about social media advertisement, Consumer have more likeliness towards Junaid Jamshed as of Amir Adnan though it is having very minute difference between two of them but still when it comes to buying a brand through social media, Difference exist.

CHAPTER 5

DISCUSSION AND CRITICAL DEBATE

The study aimed to examine the Impact of advertisement on consumer buying behavior towards branded Menswear (a study on Junaid Jamshed and Amir Adnan). The research is conducted to examine the impact and the relationship of Advertisement and its factors such as Social Media, Electronic Media, and Print Media on consumer buying behavior. A structured questionnaire based on likert scale, has got filled by the target audience, as the mission was to get filled at least 200 questionnaire from respondents and 203 respondents provided the reliable data and it has been collected for research. The Cronbach Alpha test shows that its value is 0.93 (93%) which is greater than its standard value which is 0.6. This also shows that data is strongly reliable than and with this value of Cronbach Alpha and further tests can be applied on the data.

Regression test was run in order to find the association between two variables and we have found that both the variables are not statistically significant as the value of R was 0.110 and value R^2 was only 12% which shows us the insignificance of variables and all variables are equally important. ANOVA test was also run and it showed us the significance level higher than 0.05. Which means it is not statistically Significant and none of above variables influenced consumer buying behavior.

On applying Correlation Analysis, It showed that the dependent variable (Consumer Buying Behavior) and independent variables (like social media, print media and electronic media) have not any significance with each other, and none of them are correlated. The value of sigma 2 tailed is more than 0.05 in every variable which is showing the insignificance between each variable

Friedman test was run in order to find the difference between two or more than two variables and the test helps to identify that which variable has more mean rank as compare to other. We got the p value, which is 0.913 which is more than significant level of 0.5 and it shows that there is no significance found between any variable, therefore results are insignificant. Hence, we can say that, on the basis of Friedman test all the variables are equally important and we didn't find any significance between any variable as their p value is higher than significant value.

In order to distinguish between two brand and to see the consumer buying behavior we have run Friedman separately on the data of Junaid Jamshed and Amir Adnan.

When the Friedman Test was run on Junaid Jamshed, It showed us Mean Rank value of Social Media which is 2.00 and then Print Media has the most desirable mean with 2.02, which is more than even Social Media.

Pradiptarini, (2011), once said that the term social media and social media advertisement is not very much old to all of us. As it all started from last decade when people started using it and got addicted to it. Social media has its own strength and value nowadays. Most of the companies and businesses have made social media marketing an integral part of their business plans. Social media websites further improves the quality of advertisement and customers do feel more attached towards those brands as initial bonding had already been set up by TV commercials. Social media has made buying process easier for the consumers and most of the consumers now

do prefer to buy products online as it look convenient to them.

When the Friedman test was run on Amir Adnan, It showed us that the Mean Rank of Social Media is 1.99 lesser than Junaid Jamshed and of Print Media has the most desirable mean with 2.02, which is more than Social Media. Anyhow, we didn't find any significance between any variable as their p value is higher than significant value.

Hyunjoo Oh, (2005) said that Print Media advertising has its own repute and authenticity in advertisement world. Reactions of consumers on print media advertisement especially on apparel brands are sometimes very crucial because consumers might not be able to relate with the print ads. In print media advertisement it is totally depend on the consumers that how they further process the information of the advertised brand. Therefore, it is very important to notice that what kind of reactions raised after the advertisement from consumers end, and how organizations would be able to judge the success rate of their advertisement campaign.

Similarly, in print ads consumers normally looking for features and services in the ad rather than ads shape or looks. It is also found that people prefer to read print advertisement because they believe they can stop and reread it, if they even left it in between. Print media advertisement is not time constraint and people can have all the required information without any timing barrier but another challenge which print media advertiser has to face is they have to provide all the information in the provided space and in specific size in any of the newspaper or Magazine. Consumers purchase decision can be affected if advertisers could not be able to provide the full information in the provided space and this would have been increase more dissatisfaction among the consumers related to the brand (Hsu and Mo, 2009).

According to our research we have found that, when it comes to brands consumers buying behavior varies. As the study aimed at two local brands Junaid Jamshed and Amir Adnan we have found that consumers have equal interest in their advertisement campaigns weather it could be done through social media, electronic media or Print media and they prefer to make purchase on basis of other factors such as word of mouth etc.

Hutter et al (2013), Said that the Consumer purchase decision is one of the most critical part for any brand. Why would they choose you, what you have done to influence them to buy your brand? In this world consumers have to make many decision in their daily lives and due to overloaded information given in the advertisement it is always be a difficult for a customers to make a purchase decision. Not only this, sometimes customer get irritated from aggressive advertisement and buy brands according to their cognitive preference.

Similarly, Kanwal et al, (2013) said the most of the times advertisers do over exaggerate the main idea. Sometimes advertisers provide false information in their ads, which miss guide consumers and wrong information influence consumers to buy that product. Changing consumer behavior through false selling creates more dissatisfaction among customers. It also cause bad word of mouth related to that brand.

However, Ko et al (2010) argued that when companies adopt advertising strategies, most of their efforts are used in devising concrete plans on highlighting the main unique selling proposition or the main attributes of the product. The modern customer is well informed of marketing strategies employed by businesses. According to previous researches, sales declined for various companies that did not adopt or believe in advertising strategies. It is never the packaging, price or place where businesses achieve success; it's all about how business promote their products or services.

Likewise, Gabriel and Loredana (2012) said that the price of any brand has strong influence on the consumer buying behavior. As utilization of money is also an important factor for consumers. A lot of customers want low priced brands along with high quality so that they make repeat purchase.

It is found that consumers are looking for some unique advertisement. Consumers do prefer to buy those brands which make appeals them more.

Samuet, al (1999) focuses on the unique selling proposition part in the advertisement and argued that advertisement does help new brands to position themselves in the market by focusing on the features of their products. But it is quite difficult for the consumer to bifurcate between two newly launched brands with even different product categories. Unique ads do play an important role as Product features in ads play vital role in consumers purchase decision many brands got competitive edge over advertisement and be able to grab more customers from market as of their

competitors. As more the advertisement relates with the features of the product the more people would purchase it.

However, Niazi et al, (2012) argued that Customers can make choice of their own and can go with any brand influenced by its advertisement. Advertisement helps customers to recall the brand and will help them making right purchase. It is also noticed that those companies who focused on competitive advantage and offer brand knowledge have been valued more by the customers.

We have also found that, when it comes to brand people don't focus on its advertisement and don't get influenced by their advertisement. Because overloaded advertisement campaigns run by brands. We have seen that consumer's preference of buying any brand though any mean of advertisement is less.

Advertisement changes customer perception. Advertisers do encourage dissatisfaction among consumer. They changed consumer's requirements into needs and consumer feel high level of dissatisfaction until they buy that product. Advertisers should not encourage such type of ads through which youth get dissatisfied and feel uncomfortable (Kanwal et al, 2013).

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Advertisement is one of the important factors to market your brand. Since last two decades we have seen many brands competing against each other through different means of advertisement. Apparel industry is one of the most flourishing industries in Pakistan. The large number of choices available for the consumers enables the competitive market players to gain market share through advertisements and other marketing activities. While many local brands showcase a fusion of both eastern and western apparel, there are also those brands that are only focusing on eastern clothing, especially for men. Junaid Jamshed and Amir Adnan are amongst the pioneering brands for eastern men clothing.

In order to see consumers buying behavior for Amir Adnan and Junaid Jamshed we have took different variables such as print media, social media, and electronic media advertisement. In our study new elements have emerged and we have seen that consumers don't get influenced by any mean of advertisement. Even though our results have sown small amount of dominance of print

media advertisement as compare to other two factors, but there is just a small difference between them and are not strong enough to conclude anything on their basis.

We have noticed that brands should have to do less advertisement in order to gain more attention of the consumers as due to back to back advertisement campaigns run by brands they have lost consumer's attention. Consumers started relying on other factors instead of print, social or electronic media advertisement.

6.2 Recommendations

On the basis of our research results, it was found that Factors such as print media, electronic media and social media have almost equal impact on consumer buying behavior. We have also found that consumers don't get influenced by any mean of advertisement. Brands such as Amir Adnan and Junaid Jamshed have to opt new ways of advertising.

Hence, it is recommended that:

- Both the brands have to adopt innovative ways of advertising to grab the attention of the consumers more effectively. They should have to run less advertisement campaigns and more customer oriented campaigns in order to get more attention of consumers.
- They can also achieve this by persuasive advertisement instead of excessive advertisement. ATL and BTL activities are also an important way of increasing the brand locality. They have to advertise themselves in more unique way, they have to do the unexpected.

- Conventional ways of advertisement is not influencing consumers buying behavior so brands should have to switch to the unique ways of advertisement to attract more consumers.

6.3 Areas for Future Studies

Further studies can be conducted on both the brands, as researchers can do extensive research by increasing its scope and by segregating the data city wise. For future studies researchers can also conduct research on entire country's population including both male and female genders. Along with print media, social media, and electronic media researchers can also include other factors such as word of mouth and sales and discount offers as well.

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APPENDIX A

QUESTIONNAIRE

Impact of Advertisement on Consumer Behavior towards Branded Menswear (A Study on Junaid Jamshed and Amir Adnan)

Age:

- 18 to 25 Years
- 26 to 30 Years
- 31 to 35 Years
- 36 to 40 Years
- 41 to 45 years

Income:

- Rs 20,000 to 30,000
- Rs 30,000 to 40,000
- Rs 40,000 to 50,000
- Rs 50,000 to 60,000
- Rs 60,000 or above

Residence Area of Karachi:

- Defence
- Clifton
- Nazimabad
- Gulshan-e- Iqbal
- Gulistan-e-Johar
- Other:

Profession:

- Student
- Businessman
- Employed
- Unemployed
- Other:

Q) How frequently you purchase branded Menswear?

- Always
- Most of the Times
- Often
- Sometimes

Rarely

Q) I am regular buyer of: *

Junaid Jamshed

Amir Adnan

Impact of Advertisement on Consumer Buying Behavior

1) Advertisement of my favorite brand makes my purchase easier

1 2 3 4 5

Strongly Disagree Strongly Agree

2) Advertisement keeps me updated about the launch of new volumes of my favorite Menswear.

1 2 3 4 5

Strongly Disagree Strongly Agree

3) I purchase a brand because of its advertisement.

1 2 3 4 5

Strongly Disagree Strongly Agree

4) Advertisement influence me to buy a brand again and again.

1 2 3 4 5

Strongly Disagree Strongly Agree

Impact of Social Media on Consumer Buying Behavior

5) Social media advertisement influenced me to buy a brand.

1 2 3 4 5

Strongly Disagree Strongly Agree

6) Before purchasing a brand I search for information and others opinions on social networking sties.

1 2 3 4 5
Strongly Disagree Strongly Agree

7) I search Social websites regarding Clothes provided by unknown brands, who have specific interest and expertise.

1 2 3 4 5
Strongly Disagree Strongly Agree

8) Before making a purchase, I use social media sources to search for latest information.

1 2 3 4 5
Strongly Disagree Strongly Agree

Impact of Print Media on Consumer Buying Behavior

9) Print media ads are helpful to me because I can see products specification properly.

1 2 3 4 5
Strongly Disagree Strongly Agree

10) I rely more on print ads for clothing as they are more trustworthy because they are in written form.

1 2 3 4 5
Strongly Disagree Strongly Agree

11) Detailed information from print media ads influences me making purchase of my favorite brand

1 2 3 4 5
Strongly Disagree Strongly Agree

12) Print media ads have long lasting impact in my mind as compare to other mediums.

1 2 3 4 5
Strongly Disagree Strongly Agree

Impact of Electronic Media on Consumer Buying Behavior

13) I prefer ads on TV rather than listening them on Radio

1 2 3 4 5

Strongly Disagree Strongly Agree

14) TV commercials save my time as it is an easy way to gather information about a brand.

1 2 3 4 5

Strongly Disagree Strongly Agree

15) Digital aspect (like sign boards, digital billboards) in electronic media now persuades me more to make purchase.

1 2 3 4 5

Strongly Disagree Strongly Agree

16) Jingles (song) of my favorite brand do help me recalling my favorite clothing brand.

1 2 3 4 5

Strongly Disagree Strongly Agree

17) Brand ambassadors on TV commercials influence my purchase decision.

1 2 3 4 5

Strongly Disagree Strongly Agree