

**The effect of product advertising on consumer buying behavior: The case  
of medical students at Copperbelt University**

BY

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Business Administration

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LUSAKA

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## **Declaration**

To the best of my knowledge, I, Amina Banda, declares that, this dissertation is my original work and it has never been presented for consideration of any certification at this or any other institution.

This research report has been complemented by referenced sources duly acknowledged.

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## **Approval**

This dissertation has been approved as partial fulfilment of the requirement for the award of Masters of Business Administration by the University of Zambia in collaboration with Zimbabwe Open University. Author of this dissertation being Amina Banda

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**Signature**

**Date**

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## **Dedication**

This work is dedicated to my two daughters – Martha and Niza without whose constant support this thesis paper would not have been possible. They always inspire me. At the same time, my special thanks also go to my caring sons' in-laws, Roy and Humphrey for being there for me.

## **Acknowledgement**

I would like to express my special thanks of gratitude to my family and friends and my supervisor Dr. Bwalya Emmanuel Chilolo who gave me the golden opportunity to do this wonderful project. I came to know about so many new things. I am really thankful.

## **Abstract**

The research study aimed at establishing the effect of product advertising on consumer buying behavior by focusing on medical students at Copperbelt University School of medicine. The research study sought to determine whether the statement that advertising affects consumer buying behavior for medical students is true or not.

The research study was conducted at the Copperbelt University School of Medicine, Ndola District, Copperbelt Province, Zambia. Primary and secondary data were collected. Primary data collection methods were carried out by the use of a questionnaire as a research instrument.

Secondary data was collected by the perusing of various documents. The research study took the case study research design and where the sample comprised of one hundred and fifty respondents.

A pilot study was conducted to ascertain if the questionnaire was giving the desired results.

Findings of the research study revealed that Product Advertising has no effect on consumer buying behavior for medical students at Copperbelt University. Though advertising may play a significant role in affecting consumers buying behavior by providing awareness, Interest, Desire, and Action, advertising failed to have an effect the buying behavior. The intervening variables affected the dependent variable to the effect that it affected the outcome of the research study.

Despite advertising providing medical students with awareness, interest, and desire, it is evident that medical students failed to purchase the product confirming that Product Advertising does not positively affect consumer buying behavior. The null hypothesis was accepted as the confidence levels of five per cent were not attained.

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## **Chapter One**

### **Introduction and Background**

#### **1.0 Introduction**

This research study seeks to establish the effect of product advertising on consumer buying behavior at Copperbelt University School of Medicine in Ndola. The research study is premised on the firm understanding that advertising plays a role in consumers' purchasing decisions. Whether the above is true or not for the medical students in Ndola is not known. In this regard, therefore, this research study seeks to determine whether the argument that advertising affects consumer behavior is valid for the medical students at Copperbelt University School of Medicine in Ndola.

Advertising is regarded as one element of the promotional mix. It is defined by its explicitly promotional, mediated, and paid-for character and differentiated from other marketing communications disciplines such as public relations, personal selling, corporate communications, and sales promotion Hackley (2005). Advertising is one of the subsets of the marketing mix that marketer use to create awareness about a product to make purchase decisions. Advertising gives the ability to consumers to think in terms of the producer's brands. Producers use advertising to communicate to the consumers to make their products known using various types of media. Communication can be felt everywhere through advertising using outdoor, print, internet, music, television, and video. The primary source of communication tools is that producers use to communicate to consumers is advertising, a promotion strategy, that creates awareness in the consumer's mind to make a purchasing decision. This process starts in the consumer's mind, where the consumer weighs the alternatives by examining the advantages and the disadvantages.

During the advertising process, the consumers' attention is captured through the advertising stories, thereby buying the various changes in attitude, faith, and belief of the consumer. This message reaches the consumer through the help of a medium. Advertising explores creative techniques that bring a message to life in a distinctive, memorable way, knowledge about the influence and persuasion tactics that are good for society. Through advertising, the producers planned and implemented messages to persuade their audience to purchase their goods or services. The messages are appealing, making them meaningful and believable and indicate why the product is better than the other. All the messages and images are tied together, playing unique roles in attracting, informing, and persuading customers. A lot of business firms value advertising because it is recognized as performing five critical communications functions: informing, influencing, reminding, and increasing salience, adding value, and assisting other company efforts. In contrast, others regard advertising as a cost.

Further, consumers are educated about the distinct features and the benefits of the product.

Consumer behavior reflects the totality of consumers' decisions concerning the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units over time Wayne D. Hoyer, Deborah J. MacInnis (2010). In this way, a person responds to a product at a point. Consumer behavior is critical to the marketer in that the marketer understands the consumer's expectations as to what makes the consumer buy the product. The marketer assesses the kind of products that the consumers like which the marketer can make available to them. However, the perception and buying behaviors of consumers change from consumer to consumer. Therefore, it is essential to find out consumer behavioral change for

advertising to have some meaning. For advertising to be effective, customer needs have to be addressed. Advertising should create awareness of the product by exploring creative techniques. These creative techniques are carefully thought through and coordinated and which should communicate the same message to the consumers.

On the other hand, consumer behavior refers to the study of the buying tendencies of consumers. An individual who goes shopping does not necessarily end up buying products or services on offer. However, a consumer goes through several stages before he or she finally picks up things available in the market. Various factors, be it cultural, social, personal, or psychological, effect individuals' buying decisions. Therefore, Marketers need to understand the buying behavior of consumers for their products to do well. Marketers need to understand what prompts a consumer to purchase a particular product and stop him or her from buying a product.

With the above, therefore, this research study seeks to determine whether advertising is one of the factors that affect customers' buying decisions. If it does, companies will be encouraged to undertake advertising campaigns, but if not, companies will be advised not to invest much financial resource in marketing campaigns.

### **1.1 Background to the research study**

This research study topic has been motivated by the need to understand whether product advertising affects consumer behavior of students at Copperbelt University School of Medicine in Ndola. An observation has been noted whereby companies undertake several advertising campaigns in these areas. Companies provide resources in their annual budgets to fund advertising activities meant to promote their products and services year in year out. Advertising campaigns

are made on radio, television, newspapers, magazines, distribution of flyers, internet among many others. Advertising endeavors to promote products or services to buy the goods being advertised or the services being promoted and leading to higher sales revenue. Whether consumers buy because of the advertisement is something that is yet to be determined.

Advertising has been in existence for an extended period—advertising dates as far back as the 19th century when advertising started in the print media. Since then, advertising has continuously had to adapt to change to suit the new media and audience. Despite the different characters and the vast selection of products, the ultimate purpose of product advertising is to sell what is being offered. Advertising is how businesses reach their consumers and is one of the four components of the promotional mix; Advertising is used to create awareness about products to affect buyer purchase decisions. Marketers use this tool to communicate with consumers. Advertising has become one of the crucial activities in this competitive global business and digital environment. Through advertising, the organization can deliver a message about the product to the consumer through an organized marketing strategy. Advertising is done by influencing the viewer's mind by exposing the viewers to the product. Through advertising, the marketer's communication intends to convince the audience to act towards the products using the information given in the advertisement. With the rapid changes in technology, the forms of advertising are changing day to day.

Advertising can be done using different media. Today, advertising is mainly used in print, outdoor, internet and broadcast media to impact buyer decision behavior. However, with the different media

used in advertising, an impression is left on the consumers' minds. It creates an opportunity for consumer involvement, increasing the ability to involve and affect the consumer's behavior.

On the other hand, *consumer behavior* can be defined as the study of psychological, physical, and social actions when individuals buy, use and dispose of products, services, ideas, and practices. In other words, consumer behavior is the study of how consumers will make their buying decision and what those factors which support these decisions are. According to marketers, by understanding the compelling reason for which a consumer buys a particular product or service over the other, it becomes easier to identify which product is in demand or obsolete so that marketing strategies can be designed accordingly.

With the above, this research study seeks to determine whether product advertising is related to consumer behavior or not. Is there a relationship between advertising and consumer behavior such that an increase in advertising will lead to more consumers buying the product or service being advertised? This research study is relevant for a marketer because it will strive to evaluate the effectiveness of product advertising and its effect on consumer buying behavior. The research study will help the marketer prioritize the usage of different media as it is cardinal for advertising to produce the desired results. Since advertising is expensive, no matter the type of media used, any inappropriate media strategies can be costly decisions for the organization. Thus, it is essential for those responsible for understanding the various media platforms available and the effect that they may have on the consumer.

This research study covers various ways and media used in advertising that organizations use to get to the consumers and the stages of consumer behavior. This research study is relevant to the market's current situation as the marketer must bring out the product, making the consumer create a positive attitude and create an emotional response in the consumer's mind.

## **1.2 Statement of the Problem**

Advertising is a critical factor in our return on investment and ensures that we do not spend money to benefit the competitor or advertise to support the whole category, Barden (2013). Organizations advertise to increase product awareness on the part of the consumer and increase sales on the part of the organization. Various media are used by organizations to convey messages about their products through different advertising platforms such as television, the internet, magazines, and newspapers are what organizations are doing. Advertising plays an active role in the promotion of goods and services. As a marketing tool, advertising is a powerful tool to persuasively communicate with millions of customers and can persuade consumers to think in terms of brands is the source of its economic power Hackley, (2005). With so many attractive advertisements, unhealthy products have encouraged unhealthy lifestyles leading to several diseases. These messages, which are repeated many times to the seller, promote either good or bad products, but for as long as the advertised product has a positive effect on the consumer, the consumer will go ahead and make a purchase decision. The communication tool stimulates the consumer by way of getting them informed about the product. In this way, advertising stimulates optimum exposure of the products to consumers that producers fulfill. Consumers build a desire to purchase products. Out of a competitive market, advertising should stimulate awareness and consumer buying

behavior in society. The level of creativity and innovation has grown in advertising, showing a significant effect on consumers' minds by persuading them through attractive advertising. Many organizations see advertising as a considerable cost to the organization, which would either effectively increase consumer demand for the product or have no effect on the demand for the product.

When organizations spend on the various strategies, they embark on to attract consumers and help them decide. They are hopeful that their buying behavior will positively affect their product.

Unfortunately, some advertisements fail to convince consumers and fail to persuade their buying intentions because of their lack of effectiveness. Usually, the failure to convince consumers comes from unrealistic expectations created for the product due to the features dealt with, which is not the same when dealt with within reality. The dramatization in the advertisement goes into a false product representation of a product ingrained in the culture, resulting in false images. As a result, the unrealistic and unattainable images create some disappointment in the consumer, and the relationship is harmed.

Society has been impacted and has brought about a significant change-making people think beyond their compact world of stability. Advertising can misrepresent a product; give a false image giving unrealistic expectations. Advertising can also promote harmful products, which can bring problems in society by influencing consumers negatively while politicians can participate in the political arena; advertising can be harmful to a county's democracy. Advertising has made society change its way of living as marketers try to persuade people to buy their products. Advertising can

play an essential role in inventing false needs by stimulating compulsive consumption habits, which violates maintaining the ecological equilibrium.

The falling role raised numerous questions which became the problem of this study. The researcher therefore intended to get answers as to how and why companies advertise their products while they know the increase in product and sales is attributed to other factors and no longer advertisements.

The researcher does not know if advertising has an effect on the buying behavior of a consumer.

This study therefore sought to find out the role advertising plays in the consumer buying behavior of medical students at Copperbelt University in Ndola.

The research study considered medical students of the fact that these students are non-workers and do not receive any allowances to take care of their basic needs as students. There are a lot of products that are advertised but are students able to afford these products looking at their social status or they need specific advertisements to address their day-to-day needs.

### **1.3 Purpose of the Research Study**

The purpose of the research study was to understand the effect of product advertising on consumer buying behavior. The consumers being referred to are medical students studying at the Copperbelt University School of Medicine in Ndola. This understanding is vital because a preliminary literature review indicates that advertising affects the purchasing decisions of consumers. Understanding consumer needs is essential for the advertiser in creating the right content for its advertising audience. It is through this advertising that individuals connect with the product. It is important to note that advertising touches consumers' hearts in some way for consumers to buy the product. Therefore, it is essential to show what consumers like when advertising the product.

Advertising helps the advertiser meet its target audience and know what their expectations are concerning the product. It is, therefore, vital for the advertiser not to show any offence but make the message relevant and to the point. It is also worth knowing that information presented to should not overload the consumer to the effect of the advertisement ending up being unnoticed. It is important to note that consumers should not be confused with the advertisement because the overloading of information will only nullify the effect of the advertisement. Instead, advertising must show what the product is all about and give some more information about the benefits, usage, availability, and price.

This research study sought to find out what role product advertising plays in the buying behavior of products. These products can be the same but differentiated but serve the same purpose. However, before the consumer decides to buy the advertised product, there are some stages the consumer passes through when making a purchase decision. To this effect, the advertiser must ensure that the message helps the consumer pass through these stages and make an informed decision. Using the Awareness Interest Desire Action (AIDA) Framework, the researcher identified the various stages that an individual goes through when the consumer first becomes aware of the product when the consumer makes a purchase decision. This helped the researcher know how much advertising affects how the consumer behaves.

This research study addressed the effect of product advertising on consumer buying behavior. There could be many measures of the effectiveness of advertising based on different aspects of the advertisement. This could be the degree to which the advertisement reaches the consumer. Further, this research study focused on how the message affects the consumer and to what extent the

consumer gets interested in the message and how much trust the consumer has in the message being advertised and how the advertising message affects the consumer's attitude to the extent of the consumer expressing the desire to buy.

#### **1.4 The general objective of the study**

The general objective of the research study was to establish the effect of advertising on consumer buying behavior: The case of medical students at Copperbelt University.

The research study was guided by the following

1.4.1.1 To know the effect of product advertising on consumer buying behavior

1.4.1.2 To identify factors that affect consumer buying behavior.

1.4.1.3 To find out the motive for consumers to demand for products

#### **1.5 Research Questions**

Arising from the problem statement above, the following were the research questions.

1.5.1 What are the effects of advertising on consumer buying decision?

1.5.2 What factors affect consumer buying behavior?

1.5.3 What are the intentions of consumers to demand for products?

## **1.6 Research Study Hypothesis**

The null and alternative hypotheses was formulated to guide the research study and as follows;

### 1.6.1 The issues of Advertising

Ho: Advertising does not positively affect consumer buying behavior.

Ha: Advertising affects consumer buying behavior.

## **1.7 Significance of the research study**

The findings of this research study benefitted the following stakeholders

**1.7.1 Organizations:** The research study helped organizations find possible ways of advertising their products to medical students because the research study helped in generating knowledge and practice. Further, this significantly interested marketing managers as it added value and helped them understand better ways of selling their products and various media that may be used in which advertising affects the buying behavior of consumer.

**1.7.2 Consumers:** The research study helped consumers increase their product awareness and build brand preference over its competitors.

## **1.8 Conceptual and Theoretical framework**

This research study followed the concept of consumer buying behavior, and the theory of the Awareness Interest Desire Action (AIDA) Framework.

### **1.8.1 Concept of consumer buying behavior.**

Consumer Buying Behavior involves individuals that are directly involved in buying or obtaining products. It also involves the processes that the consumer gets involved in when making a purchasing decision. Several factors are displayed by the individual while buying the product—factors of affect that look at psychological and social factors, cultural, personal, and economic factors. For the marketer to understand the consumer, product communications should reflect implied values and imagery that are consistent throughout differing media channels, which clearly explain the attributes, benefits, and quality of the product. Together, these channels act in a mutually reinforcing way with each successive consumer engagement.

### **1.8.2 AIDA Framework**

The AIDA Framework assisted the researcher identify the various stages that an individual goes through when the consumer becomes aware of the product when the consumer makes a purchase decision. With many brands that consumer becomes aware of through numerous advertisement messages, the consumer gets involved in choosing a brand. After that, the consumer makes a purchase decision. Through AIDA Framework, the researcher will find out the tasks that advertising messages need to accomplish for the consumer to move through a series of significant steps from the action, where the consumer can recognize a brand under the different conditions

through to the purchase and consumption decision. For marketers, AIDA provides a detailed understanding of how target audiences change over time, and the framework provides insights as to which types of the advertising message is most likely to be more effective given the different scenarios.

## **1.9 Operational Definitions**

In this research study, the following terms have been defined and understood as follows;

**1.9.1 Advertising** - Any paid form of non-personal presentation, promotion of ideas, goods, or services by an identified sponsor.

**1.9.2 Product advertising** – This is a method of communication about the promotion of a product in an attempt to induce potential consumers to purchase the product. In this research study, Advertising and Product Advertising will be used interchangeably.

**1.9.3 Consumer buyer behavior** - The buying behavior of the ultimate customer that buys goods for personal consumption.

**1.9.4 Awareness** - The state of being conscious aware concerning knowledge and understanding that something exists.

**1.9.5 Consumer** - Anyone engaging in acquiring, evaluating, using, and disposing of goods and services. For the purpose of this research study, consumer and customer will be used interchangeably.

**1.9.6 Product** - This is an object or system made available to the customer for use and can satisfy the desire or need.

**1.9.7 Perception** - An important aspect that plays a great addition in our relationships.

### **1.9.8 Regression Analysis**

A regression analysis is a set of statistical methods used to estimate relationships between a dependent variable and one or more independent variables. It can be used to assess the strength of the relationship between variables and model the future relationship between them.

### **1.9.9 Chi-Square Test**

A chi-squared test is a statistical hypothesis test used to perform when the test statistic is chi-squared distributed under the null hypothesis.

### **1.9.10 Correlation Assessment**

A causal, complementary, parallel, or reciprocal relationship exists between various variables examined during an investigation and based on specific criteria. The value of a correlation coefficient can vary from minus one to plus one, indicating a negative correlation, while a plus

one indicates a positive correlation. A zero correlation means there is no relationship between the two variables.

### **1.9.12 Non-parametric Regression**

Nonparametric regression is a category of regression analysis in which the predictor does not take a predetermined form but is constructed according to information derived from the data. That is, no parametric form is assumed for the relationship between predictors and dependent variable.

### **1.9.13 Alpha Values**

Alpha Values tell us how extreme observed results must be to reject the null hypothesis of a significance test. For results with a 95 percent level of confidence, the alpha value is  $1 - 0.95 = 0.05$ . For results with a 99 percent level of confidence, the value of alpha is  $1 - 0.99 = 0.01$ .

### **1.9.14 Questionnaire**

A set of written questions with a choice of answers, designed for a Research Study.

## **1.10.0 Ethical Considerations**

### **1.10.1 Ethical Principles**

These are part of a normative theory that justifies or defends moral rules and moral judgments; they are not dependent on one's subjective viewpoints.

#### **1.10.1.1 Autonomy**

A person's ability to act on his or her values and interests.

### **1.10.1.2 Beneficiaries**

Is a person who receives benefit from a particular entity or a person.

### **1.10.1.3 Do No Harm**

The dissertation research should aim to do good (beneficence) and avoid doing any harm (non-maleficence).

### **1.10.2 Ethical Rules**

Research ethics govern the standards of conduct for scientific researchers. It is vital to adhere to ethical principles to protect the dignity, rights, and welfare of research participants. As such, all research involving human beings should be reviewed by an ethics committee to ensure that the appropriate ethical standards are being upheld. Discussion of the ethical principles of beneficence, justice and autonomy are central to ethical review.

### **1.10.3 Scientific Criteria**

In this research study, participants' confidentiality were kept and assured in this paper, and none of the participants were subjected to undue effect, coerced, or forced to provide information during data collection. The participants were free not to provide information without giving reasons for their refusal.

1.10.1 The researcher conducted this research study with honesty in all communications by reporting data procedures and results and ensuring no fabrication, jealousy or misrepresentation of results collected.

1.10.2 The researcher exercised confidentiality of all results collected during the research.

1.10.3 The researcher acknowledged other writers' views and opinions.

## **Chapter Two**

### **Literature Review**

#### **2.0 Introduction**

This chapter reviews theory, related literature, and research study outputs of related research studies. The chapter presents advertising, consumer buying behavior, motives for consumer demand for a product, research study theory and frameworks, related research works among others.

#### **2.1 Advertising**

There are different viewpoints of defining advertising, but despite the different viewpoints, advertising may be defined according to Philip Kotler, Gary Armstrong, (2012), as any paid form of non-personal for presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. However, despite different viewpoints, advertising is seen as giving information about a product that is either being introduced on the market or existing. The advertisement, which is non-violent and non-threatening, includes giving information about the organization that is advertising, the type of media used to relay the information and the type of audience the advertiser is targeting.

Advertising helps businesses to pass on messages about the firm's products and services to different audiences. Advertising plays a critical role in any business as it boosts business performance.

In any business, advertising is seen as a driving force as it communicates a message, which can contain or combine different purposes, of either seeking to inform or to persuade consumers (Farbey, 2002). However, the primary goal of advertising is to reach prospective customers by building customer relationships and communicating customer value. Companies hope to capture a market from an individual to different geographical areas with the hope of sending the product message across to the would-be customer.

### **2.1.1 Advertising Objectives**

A specific communication task to be accomplished with a specific target audience during a specified time frame can be used to demonstrate the effectiveness of a product. The advertising objectives can be looked at in three categories.

#### **2.1.1.1 Informative Advertising**

The advertisements communicate customer value. The idea is to give the advertisement an official look that is credible. Advertising gives information about the product by explaining how helpful the product is to the customer and its uses. By advertising, a good reputation is built, and false impressions are corrected.

#### **2.1.1.2 Persuasive Advertising**

This type of advertising helps the advertiser attempt to persuade the consumer to change customer perception of the product value. It encourages switching of the brand and convinces consumers to tell others about the product.

### **2.1.1.3 Reminder Advertising**

Advertisers send brief messages to consumers, reminding them about the product. Advertisers may develop a new theme into the existing marketing program and helping the consumers where to find and buy the product.

During offseason, the advertisers may use reminder advertising to make the product stay in the customer's minds.

### **2.1.2 Roles of Advertising**

Advertising plays an essential and significant role in the social and economic system world and helps organizations by serving as a marketing function in selling their products. Though advertising is costly, and its effects are often uncertain. Many companies think it is appropriate to reduce advertising expenditures or eliminate advertising Shimp (, 2010), as it is a deferred revenue and expenditure with no immediate results, thus limiting its utility. However, Advertising induces additional costs to the product, which the community must pay as it forms part of its cost. Organizations generate revenue that is used to pay for the advertisements and the running of the organization. The ability to advertise allows competition and the entry of new products on the market.

Advertising introduces how a business builds a brand, positions the company against the competition, and helps to communicate any changes in the existing product line. The introduction of a new product, its attributes and price Khan (2006) is communicated to the consumer through advertising and informing consumers which outlets have the products and where they are located.

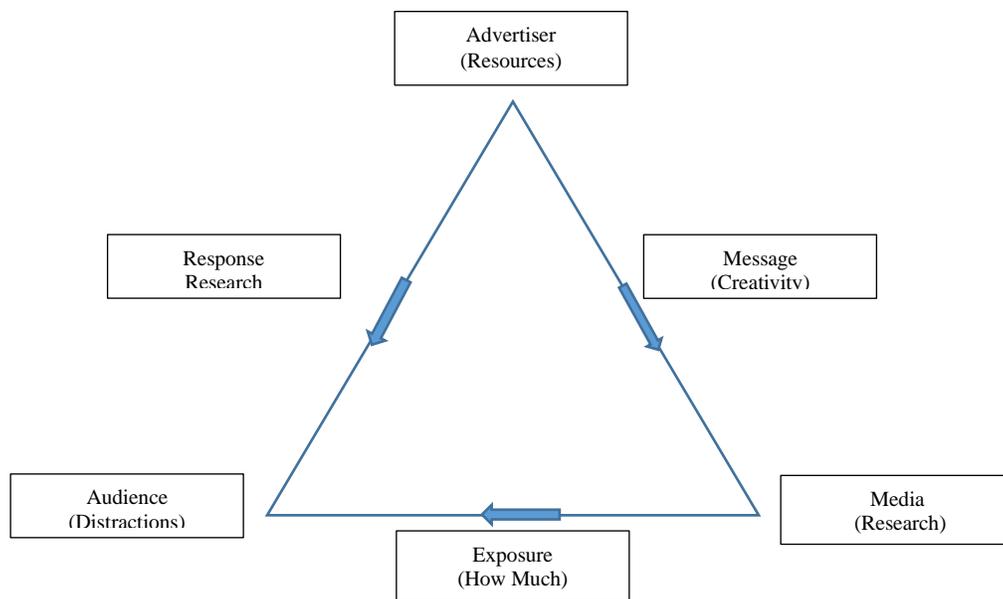


Figure 1: Source Khan (2006)

Sometimes advertising has been criticized as a waste of money that would be better spent on price reductions or product improvements. Wilmshurst (2007) holds advertising to encourage people to spend money they cannot afford, goods they would be better off not having. Advertising frequently appeals to the less attractive emotions, such as envy, and forces people to buy things they would not otherwise buy, adds Wilmshurst (2007).

## **2.2 Consumer buying behavior**

All of us are consumers who consume products and services in our daily life. When buying goods, there are several stages that a consumer goes through to make a purchase decision. This depends on several factors. According to Khan (2006) consumer behavior is a decision-making process that involves physical activity in acquiring, evaluating, using and disposing of goods. Consumer buying behavior refers to the buying behavior of individuals and households that buy goods for personal use and consumption (Philip Kotler, Gary Armstrong, 2012). Consumers make decisions every day, and the buying decision is the focal point for the marketer. The consumer's reaction to the organizations' strategy has a significant impact on the firm's success. The marketer must follow what stimulates consumer response.

### **2.2 Factors that affect consumer buying behavior**

Consumers are exposed to two main factors when faced with buying decisions. The first factor is the individual consumer whose needs, perceptions of product characteristics, and attitudes toward alternatives. The second factor that affects consumer buying decision is the environment. This is the consumers' purchasing environment represented by psychological, social, cultural and subcultural factors. Advertisers try to understand these factors to reach out to their customers. Exposure to advertisements and the consumer's prior product knowledge is crucial for consumer motivation and comprehension.

### **2.2.1 Internal Factors**

These are factors that affect the consumer from the inside. Psychological influences include personal thoughts and feelings, including perception, self-concepts, lifestyle, motivation, emotion, attitudes, and intentions. These persuasions describe how consumers interact with the external environment, which affects the way the consumer recognizes their feelings, gathers and analyzes information, formulates thoughts and opinions, and takes action.

A person's disposition differentiates the uniqueness of a consumer. They buy products that enhance how they feel about themselves—different ages and gender shop differently and their occupation and economic circumstances.

### **2.2.2 External Factors**

Consumers are faced with many external stimuli, including an individual's culture, subculture, household structure, and groups that he associates with. Marketers and business owners call these external influences because the influence comes from outside the person rather than inside. It can also be referred to as socio-cultural influences because they evolve from the individual's formal and informal relationships with other people (Laura A. Lake, 2009).

#### **2.2.2.1 Psychological**

When a person is motivated enough, it affects buying behavior. Though a person had many needs according to Maslow's hierarchy of needs, the basic needs come first out of these needs. They make the consumer buy products and services. Consumer Perception is a significant factor that affects consumer behavior. During an advertisement, the consumer collects information about a product and makes a meaningful image about the product when advertisements, promotions,

consumer reviews and social media feedback. Once an impression has been made about the product, the consumer's perception becomes of significant influence. When the consumer buys the product, the consumer learns something about the product over a while. The consumer then develops a confident attitude towards the product.

#### **2.2.2.2 Social**

The family has a strong influence on consumer buying behavior, including family, spouse, and children. These are people that the consumer spends time with. During a child's upbringing, the guidance of parents affects the child even after the child has left the parents' home. This, however, affects the consumers buying behavior throughout life.

The buying behavior of individuals and groups are strongly affected by the social class to which they belong or aspire to belong. In a social class, people try to make the same kind of purchases as are expected by their peers. Each social class has its pattern of purchase, education, which is essential to marketers to understand the needs of the consumer and frame a marketing strategy accordingly. Buying behavior of certain social classes is bound by certain tacit restrictions, which may include specific individuals, places, or objects. They restrict behavior as they share similar educational background, occupation, and lifestyle. An individual only belongs to one class and behaves and acts accordingly. However, movement from one class to another possibly takes time (Khan, 2006).

#### **2.2.2.3 Culture**

Cultural factors comprise a set of values and ideologies of a particular community. These factors have a significant effect on an individual's buying decisions. According to (Khan, 2006), a

consumer can have certain habits, beliefs, and principles developed from the family set up and background. Our religion, age, geographical location, gender, and status in society have a bearing on the buying decisions we make.

### **2.3 Motives for consumer demand for a product**

Understanding the consumer's internal drive to satisfy their needs and wants is critical to the advertiser. Consumer motives are the primary driver of purchase decisions, making it inevitable for the advertiser to understand what persuades and what provides the impulse to buy or determine choice in the purchase of products. However, motives can be looked at in the following headings.

#### **2.3.1 Durability**

Consumers always wish to buy products with a longer lifespan that need minor maintenance. Consumers prefer buying products that they are satisfied by the quality, reliability, and durability which, unless otherwise, would not buy it. Advertisers should emphasize the durability, quality and reliability factors while marketing their products on different media platforms.

#### **2.3.2 Suitability**

Suitable products meet the needs of the consumers. Products that give maximum utility give an inclination to customers to purchase them. This entails those customers are always conscious about the suitability factor while purchasing their desired products.

#### **2.3.3 Variety of uses**

Some customers prefer a product that can be used for a variety of purposes. Some buyers always consider the additional benefits that will be derived from the product. This implies that some customers want to get maximum benefits out of minimum spending.

#### **2.3.4 Fear and safety**

People are generally afraid of losing their health, wealth, and their prestige. A consumer cannot get rid of fears unless and until specific precautionary measures are considered. Safety plays an essential role in buying products that concern health, electrical appliance, bank accounts, and insurance.

#### **2.3.5 Convenience**

Some customers prefer convenience attached to a product or service though it may be slightly expensive. Consumers would prefer luxury goods or services convenient and provide comfort and status at the same time.

### **2.4 Research Study Theory and Framework**

Several frameworks have been used in advertising. However, for this research study, one framework has been reviewed in detail.

## 2.4.1 Conceptual Framework

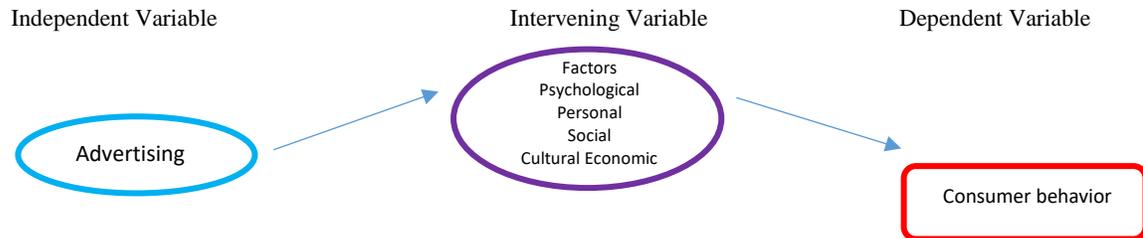


Figure 2: Variables

The AIDA framework is what will be used in this research study. Elmo Lewis developed it in 1898. The optimal purpose was to optimize sales calls and the interaction between buyer and seller. The AIDA framework indicates the strategies that the advertiser can use to communicate with the consumer can affect the sales volume in an organization. As applied to this research study, the AIDA framework holds that it is expected that the independent variable, advertising, to explain the dependent variable, consumer buying behavior, because the advertisement will attract the consumer's attention when the consumer sees it. This then piques the potential consumer's attention, which should arouse the consumer's interest in the product. This is the product description which may be a video clip on a billboard, a product brochure, or a picture. Depending on how well this information has been put across, the consumer will create the desire for the product. The desire that has been aroused should then allow the consumer to make the purchase decision.

### **2.4.2 Awareness, Interest, Desire, Action Framework**

The AIDA framework by Lewis (1898) illustrates the phases of consumer engagement with the advertisement and purchase decisions. The framework includes steps when the consumer first becomes aware of the product when the consumer makes a purchase decision. Studies conducted by Sama (2019) agree with the AIDA framework stating that the consumer passes through different stages before making a purchase decision.

In the present era, marketers are focusing on building a brand that is recognizable to consumers worldwide. To achieve this, marketers are using technology as an enabler in advertising, from creativity to advertising, measurement, and tracking Grimaldi (, 2003). As advertising is a form of non-personal presentation of ideas, goods, or services by an identified sponsor Kotler, Armstrong (2012), advertisers should learn to create an understanding between the brand and the consumer, ensuring the consumer makes a final purchase decision. The consumer must process the elements in an intended manner so that the advertising results in a communication effect.

Awareness comes from the advertisement where the producer gives the consumer information about the products on offer to the target market. This information may be the usage and benefits. This is the first step of communication where customers get connected to the product, which will produce action from the consumer in appropriate circumstances.

Interest is the second step of the process. When interest arises, it probably leads to a desire for the product.

The action is the response from the consumer deciding to buy the product Mwakasege, (2015). This action may involve walking into an outlet or making an inquiry about the product.

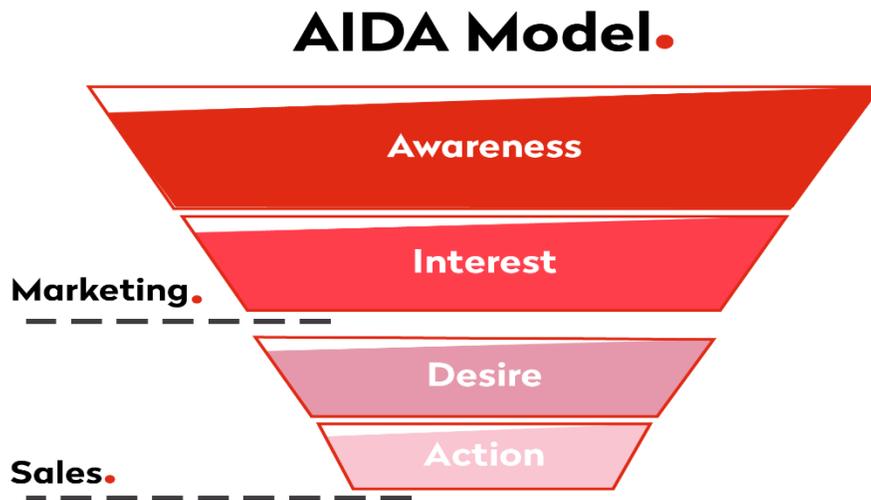


Figure 3: Source: <https://expresswriters.com/value-focused-marketing/>

## **2.5 Other Related Studies**

Sunderaraj (2018) conducted a research study in Sivakasi on the Impact of Advertisement on Consumers' Buying Behavior. In this research study, small sample size was used where convenient sampling was adopted to identify the sample respondents from the total population of students at the college. A small sample size of college students in Ayaya Nadar Janaki Ammal College, where data was collected using a questionnaire. Tools and techniques used to analyze primary data were the simple percentage analysis, Chi-Square test, and the Weighted Arithmetic Mean. The socio-economic profiles of respondents were collected using variables of Gender, age, marital status,

nature of the residing area, educational qualification, and the monthly family income. Advertising and its impact on the buying behavior of the respondents were analyzed using the level of persuasion on the respondents giving a high response on medium influence. Respondents were also asked the level of satisfaction that advertisement brings, and the response was that the level of satisfaction differs from person to person giving a high ranking on respondents who were aware of product availability.

When advertisements are considered, there is a level at which the advertisements persuades the consumer to buying of the product. In this case, (Sunderaraj, 2018) collected data about how the advertisement affects the purchase decision by looking at how the multimedia is presented, the advertisements' attractiveness, how informative the advertisement is, and the brand ambassadors' influence. The researcher looked at how satisfied the consumer is after purchasing the product that was advertised and how much power the advertisement had to persuade the consumer into buying the product. The researcher assigned the ranking proposals to ascertain how much knowledge the respondent had on the product ranging from product availability, quality, product feature, price discrimination, product competitiveness and the sales network.

The Chi-Square test was applied to test the goodness of fit and verify the distribution of the verified data with assumed theoretical distribution. On analysis, the researcher established the following, the relationship between age and satisfaction with the advertised product at the time of usage, the relationship between the income of the respondent and the satisfaction with the advertised product at the time of use, the relationship between the education level of the respondents and opinion about the advertisement, and the relationship between the level of education of the respondents

and the attracting factors in advertisements affects their buying decisions. This research study (Sunderaraj, 2018) concluded that there was no significant relationship between age and level of impact, indicating that the level of the impact remains the same at the different age levels of students. It was found that advertising only discloses the valuable features of the products, and since the products are not physically available, some drawbacks on the products can also be given. The role of advertising is vital in influencing the buying behavior of consumers. It is vital that advertising be genuine, correct and serve the informational need of the consumers. The content and attractiveness should create awareness in the consumers, and sales promotions should be used to change people's perception.

Sama, 2019 conducted a research study on the Impact of Media Advertisements on Consumer Behavior. A structured questionnaire was framed on a large sample size convenience sample with seventy-five percent of achieved samples—this involved students pursuing graduation and post-graduation studies in five major cities of Gujarat in India. A survey was administered online, where only one response per student was considered. The administered questionnaire was rated with the help of a seven-point Likert scale starting from 1 – strongly disagree to 7- strongly agree. This was conducted using constructs of Awareness, Interest, conviction, and post-purchase. Analysis of the data collected was by using SPSS software, and the internal consistencies of the scales were checked to test Cronbach's alpha values using the reliability test. The validity of the instrument was checked by exploratory factor analysis (EFA). Hypothesis testing was conducted using the Kruskal-Wallis (K-W) test. The Kaiser-Meyer-Olkin (KMO) test and Bartlett's test were used to check data for factor analysis. Factors were extracted using the method of principal component analysis (PCA) and the rotation method of varimax with Kaiser Normalization having eigenvalue

more than one. Cronbach's alpha value for both factors indicated 0.7. A normality test was executed for factor scores to check whether the scores were normally distributed. When the Kolmogorov-Smirnov test and Shapiro-Wilk test were conducted and the significance value obtained, the factor scores were not normally distributed. This led to the use of non-parametric tests. The results concluded that Television and internet advertisement significantly impacted awareness, interest, and conviction stages of consumer behavior while magazines have more effective in influencing purchase and post-purchase stages of consumer behavior.

Arshad et al., (2014) conducted a research study to evaluate the effectiveness of advertising and its influence on consumers' mobile phone buying behavior in Pakistan. The research study was conducted on a population of all persons using mobile phone sets from different companies. Data were collected from seven cities in Pakistan using a non-probability sampling technique. The research instrument used in this research study was a questionnaire with a large sample size. Demographics were measured on a nominal scale. Demographic information was assessed with the indication of which mobile one would purchase after watching the advertisement. Consumers were compelled to purchase after watching the advertisement. The variable's considered constructs were measured on the Likert scale. Collected results were analyzed using SPSS. Concluding the findings, effectiveness has a significant effect on the consumer buying behavior and most consumers buy mobile phones after watching the television advertisements. Further, emotional responses have a more substantial impact in that consumers buy things that satisfy them and to which they are emotionally attached.

According to Ghulam Shabbir Khan, Javaria Siddiqui, Burhan Ali Shah, Ahmed Imran Hunjra, 2011, a research study was conducted on the effect of advertising and its influence on consumer buying behavior in Islamabad and Rawalpindi cities in Pakistan. In this research study, a convenient sampling with a large sample size where a pilot project was conducted using a questionnaire gave a positive result. Data was analyzed and multiple regression to analyze responses. The research instrument has two subparts; the first part having information about the respondents was measured on the nominal scale. The second part contained the research variables, which was the consumer buying behavior as the dependent variable and two independent variables, namely emotional response, and environmental response. The Likert scale rating indicated a positive relationship between emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behavior. A further conclusion was that there is a response that consumers purchase products by emotional response created through advertisements as audio, video, and text format and its appealing nature to consumers.

A case study conducted by Ampofo, (2014) sought to examine the effects of advertising on consumer buying behavior regarding the demand for cosmetic products in Bangalore, India. In this research, a large sample size of primarily young men and women who use cosmetic products using purposive and snowball sampling, making it easy to get to the users of cosmetic products using a questionnaire, interviews, and observations. The questionnaire had structured with both open-ended and closed-ended questions. Unstructured interviews were conducted on sales managers on how consumers reacted to advertised goods, factors consumers consider before making purchase decisions, and why the consumers were purchasing these goods. Sales managers were also able to know which brands were most preferred. Some respondents were contacted online.

Analysis and presentation of data were using SPSS and STATA statistical package tools. Descriptive statistical data were presented in graphical form. Cross tabulation was done on sex and age variables. A regression on expenses was run on cosmetic products and income of consumers, advertising, price, brand, and how advertising affects consumers.

The research study concluded that advertising influences the purchase of cosmetic products. Further, the researcher recommended that since advertising has a long-term effect on consumers, stating that firms should increase their advertising budget and advertisements to be lively for them to speak to the consumers. This is also coupled with other factors like income and recommendations by others. Consumer needs should be channeled in the content of the advertisement. It was also recommended that sales promotions be conducted which is liked by consumers. These results match the findings of Anjum, Irun & Sultana (2015), Hoque, Ahmed & Fouji (2013) and Sanayei et al. (2013). Marketers should use television to give regular reminders to consumers as it is the best way. Studies conducted by Dolhasz (2006) show that television is the most effective way to reach out to Poland's consumers, and because of the repetitive nature of the advertisements, consumers end up repurchasing the product. At the same time, Kamins et al. (1991) affirm that video and visual advertising has the most significant potential for realization and persuasion. Advertising is coupled with the time of broadcast and the duration of the advertisement. Advertising facilities transfer consumer character relation to consumer product, increasing commitment to the product giving a tremendous difference in consumer behavior.

Chudzian, (2014) researched the impact of advertising on the behavior of consumers on low and high-level consumption of dairy products. This was completed by running research on a large sample size. Non-parametric regression models were created in the form of regression trees based

on the collected empirical data. A survey was carried out using the Computer Assisted Web Interview (CAWI) method, where questionnaires were obtained from the poll published on the website. The sample was selected in a composite followed by random selection. The analysis of characteristics of the group revealed three clusters of different levels of consumption by verifying respondent's declarations concerning the frequency of consumption in each category. Evaluation and interpretation of results were carried out using SPSS and R statistical software.

Further, to build the regression tree, the AIDA framework was restated, allowing for practical use. The frequency of AIDA components decreased with stages from watching the advertisement to purchasing under the influence of the advertisement. Simultaneously, the effect increases with successive stages being highest when ending with the purchase and the lowest when seeing the advertisement in the last stage. To reduce disparities, individual elements forming the index were weighted accordingly. To keep the AIDA index easily interpretable forming features were scaled to a range where the index took values from this range. AIDA index was evaluated for each of the respondents expressing individual susceptibility to advertising messages and used further as a dependent variable for modeling. Aspects of advertising affecting the effectiveness of advertising messages were based on the literature that was analyzed. The various forms of advertising, elements of advertising and the types of advertising media were constituted, corresponding to the low intensity of a particular indicator. The mutual relations between the AIDA index and independent variables resulted in some relationships being numerous.

In conclusion, Chudzian, (2014) indicated that the most significant influence on the purchase of dairy products was television advertising. Television is effective in reaching all consumers regardless of their level of consumption of dairy products. The dairy products that combine

emotional and rational components appear to be significant with the additional assumption that the sensible features dominate. However, there is a massive difference in consumer behavior in a disjunctive way, and then selectively, the advertisement reaches its recipients of the dairy products. There is a significant difference in consumer behavior and the impact of advertising on the dairy market. Due to the differences in the models of advertising effectiveness, there is a need to measure consumer behavior in a disjunctive way to reach recipients of the dairy products advertising.

Dulin's (2016) research study was on the impact of advertising on consumer buying behavior using a large sample size taken from different community sectors in the city of Tuguegarao in the Philippines. A questionnaire as the primary research instrument was used to gather data needed to complete the study. The variables used in the research study, being the product features, explain the importance of the product being advertised, quality of the products advertised, the usefulness of the product, and the price of the products as the top vital indicators and endorsement ranks last. The product quality ranks first as the feature of the products affecting consumer buying behavior, and the least is the popularity and familiarity of the product. Advertising techniques appealing to consumer buying behavior are emotional appeal, promotional advertising, and facts. In this research study, it was concluded that common approaches used by the advertiser to inform and influence consumers were an emotional appeal, promotional advertising, facts and statistics, bribe and unfinished advertisements as the top five sources of information and the minor source considered is the endorsement by celebrities. The top indicator affecting consumer buying behavior is the importance of the product advertised to the consumers. The product ranks first as the feature of the developments concerning the consumers buying behavior. Respondents took

different actions on the first entry of the product on the market, with the first to purchase ranking first.

In recommendations, Dulin, (2016) indicated that consumers should not rely on the same information but should continue using different information when making decisions concerning the products and services they buy. Producers and people in business should take a keen interest in the research study as it will help respond positively to the needs of the consumers, thus creating customer satisfaction, value and an increase in sales revenue. As consumers, tracking advertisements would help them be well informed about the products they are buying.

Deshpande, (2019) researched the Impact of Advertisement on Consumer Buying Behavior in the Electronic industry. A convenient sampling was used. In this research, all ages were considered with a large sample size. The data was collected using a survey on randomly selected people who are probable consumers of electronic goods. A questionnaire was administered to determine the frequency of purchase of electronic products and to know if advertisements have a role to play in the buying decision. This was in a bid to see the number of people bifurcated in Gender and their purchase habits and how much influence the advertisement has on buying decisions. The role advertising has taken the effect it has on the buying behavior of consumers.

Further Deshpande, et al. (2019) analyzed data considering age, frequency of purchase of electronic products, brand preference, how much attention the consumer pays to online advertising while buying, and how much influence the advertisement has over the buying behavior and the trying of a new product or service. The research study sought to find out how much important information is provided to the consumer through the advertisement and what information the

consumer looks for. It was concluded that the present era is witnessing a revolutionary change in the trend of advertising. It was concluded that advertising has a significant impact on consumer behavior concerning electronics. The behavior of consumers is influenced by advertising and based on the analysis.

Ghulam Shabbir Khan Nlazi, Javaria Siddiqui, Burhan All Shah, Ahmed Imran Hunjra, 2012) researched effective advertising and its influence on Consumer Buying Behavior. The research study examined the relationship between environmental response and emotional response and consumer buying behavior. A large sample size of respondents who use different telecom services, who shop for new services from their franchises in twin cities. A convenient sample was used. The alpha value shows the positive reliability of the instrument. A questionnaire was adopted and using SPSS when analyzing data. The research instrument is based on two subparts of respondents' information measured on a nominal scale and the second section was about the research variables. Three variables were identified: dependent (consumer buying behavior) and two independent variables (emotional response and environmental response). The instrument was measured on a Likert scale rating. A positive relationship of emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behavior. Therefore, it is concluded that consumers purchase products by emotional response rather than environmental response. It was also supposed that consumers purchase those products from which consumer are emotionally attached. This attachment is created through advertisement as audio, video and text form, which appeals to the respondents.

Amandeep, Dr Seema Vashney, Syed Aulia, (2017) conducted a research study on the impact of advertising on consumer purchase decision concerning consumer durable goods in Oman. The research study was conducted using convenient sampling, where samples were selected based on the accessibility of the samples. The sample size was large, including working men and women, homemakers and students and the sample unit comprised of individual customers where data was collected using a questionnaire. Correlation and Regression analysis were used to study the relationship between the other variables of advertising and their impact on the purchase decisions of an individual. This included the frequency of watching the advertisements, how recent the product was bought, what influences are there in trying out a new product or service, the reason behind the purchase of the product and the factors that affect the purchase of durable products. In this research study, the demographic profile of the respondents was also considered.

For advertisement attractiveness, Cronbach Alpha was used to assess the internal consistency of the scale. The reliability of the internal consistency results was tested by using the Cronbach Alpha value. On regression, the predictors that were constant the advertisement that changed the mind about the brand, the ad was informative, unique, persuasive, and attractive, clear appealing and could relate to the characters in the advertisement. While the dependent variable was that one would purchase the product for which the advertisement is shown. The findings concluded that the four factors, namely ad recall, ad persuasiveness, attitude towards advertisements and advertisement attractiveness, contribute heavily to the purchase intention.

Sumar Fatima, Samreen Lodhi, (2015) conducted a case study on the Impact of Advertisement on Buying Behaviors of Consumers in Karachi, Pakistan. This research study was gathered from the users of cosmetics. A survey was conducted in various places to gather data from cosmetic users,

and a large sample size was considered. SPSS was used to analyze the various factors and the dependability of the various variables used. The sample characteristics looked at the age of the respondents and income. The study revealed that two crucial variables can influence people's buying behaviors but are not the reasons that can change the behavior of consumers but can contribute to changing the behavior. The relationship between advertising and consumer behavior was established where consumers got awareness through advertisements regarding cosmetics.

Secondly, it was found that advertisements cannot create a perception in the mind of the consumer. Perceptions are driven using the product and recommendations from peers, friends, and colleagues. It was established that cosmetics are sensitive products that are used for skincare, and because the aim is to look beautiful, consumers believe that brands they have experienced are suitable for their skin and would not do experiments on their skin, making it extremely difficult to change their perceptions through an advertisement. Television and billboards were widely used by different marketing departments of the cosmetic companies, which are targeting above the line through these media. The advertisements contain enough information to attract consumers as well as create awareness. Advertisements and consumer awareness have a relationship where people get awareness through advertisements regarding cosmetics.

Further, cosmetics users are very loyal to their brands suitable for their skins, and doing experiments is difficult. Hence, changing their perception is difficult by advertising. Therefore, a company dealing in cosmetics should use engaging and informative content to create consumer awareness and not rely on advertisements to change consumers' perceptions. New ways of promotion or other media may be used to change the perception and help build a strong perception of the consumers' minds.

## **2.6 Empirical Review**

Regarding the influence of advertising on consumer buying behavior, Amandeep et al (2017) found that different factors make up significant advertisement effectiveness. These factors include attractiveness, advertisement recall, and attitude towards the floor advertisements, advertisement persuasiveness, and purchase intentions. However, the research findings were affected by the dichotomous variable. The findings were confirmed by Ampofo (2014), which revealed similar findings on the purchase of cosmetic products.

Sunderaraj (2018) found no significant relationship between age and level of impact, indicating that the level of the impact remains the same at the different age levels of students. It was found that advertising only discloses the valuable features of the products. It is adding that the role of advertising is vital in influencing the buying behavior of consumers. Further, it was concluded that advertising is genuine, correct serving the informational need of the consumers. The content and attractiveness of the advertisement should create awareness in the consumers, and sales promotions should be used to change the perception of the people.

The research study conducted by Sama, 2019 revealed that the results concluded that Television and internet advertisement had a significant impact on awareness, interest, and conviction stages of consumer behavior while magazines have more effective in influencing purchase and post-purchase stages of consumer behavior.

The research study conducted by Arshad et al., (2014) revealed that effective in advertising has a significant influence on consumer buying behavior and the primary source to generate sensations

in consumers to motivate them to buy phone products. A correlation between emotional response and environmental response, emotional response was said to have a more substantial impact in that consumers buy things that satisfy them and to which they are emotionally attached. This was supported by Khan et al., (2012) and that indicated a positive relationship between emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behavior.

A case study conducted by Ampofo, (2014) revealed that marketers should use television to give regular reminders to consumers as it is the best way. Advertising is coupled with the time of broadcast and the duration of the advertisement. Advertising facilities transfer consumer character relation to consumer product, increasing commitment to the product giving a tremendous difference in consumer behavior. This was in agreement with the findings of Chudzian, (2014) that indicated that television was effective in reaching all consumers regardless of their level of consumption. Advertisements affect the different stages in the consumer.

The research study conducted by Deshpande et al, (2019) revealed that the behavior of consumers is influenced by advertising. However, this research study was not conclusive as it failed to establish what triggers a consumer's intention to purchase the product and further which element in advertising affects the consumer most and has a lower impact. The research study needed to establish the relationship between independent and the dependent variables.

## **2.7 Gaps of Knowledge**

From the literature reviewed, Amandeep (2017) conducted a research study on the Impact of Advertising on consumer purchase decision concerning durable goods in Oman. Findings revealed that four factors contributed heavily to the purchase decision and these were advertisement recall, advertisement persuasiveness, attitude towards advertisements and attractiveness of the advertisement

The sample included respondents of different age groups which made it difficult for the researcher to conclude effectively as age groups and social classes have different ways in which they respond to advertisements.

However, the respondents used in the sample included respondents of working men and women, housewives and students that could not be grouped in the same category which could affect the consumer differently making it difficult for the researcher to conclude effectively.

Dublin (2015) conducted a research study on the Impact of Advertising on Consumer Buying Behaviour. emotional appeal, promotional advertising, facts and statistics, bribes and unfinished advertisements are common approaches used by the advertisers.

Advertisers need to use proper advertising techniques that do not harm society in order for them to give effective results that would in turn have some meaning in response to advertising.

Ampofo (2014) conducted a research study on the effects of advertising on consumer buying behavior: with reference to demand for cosmetic products in Bangalore, India. Different factors make up significant advertising effectiveness which is Attitude, attractiveness, advertisement persuasiveness, purchase intentions.

However, the research study failed to find data on the topic as not much was done in literature review where the problem was going to be identified unlike identifying that there is not enough information at a later stage.

Chudzian (2014) conducted research on the impact of advertising on consumer buying behavior on low and high-level consumption of dairy products. In this research study, media was found to have great influence in reaching out to the consumers but timing of the advertisement was critical.

However, there was need to find a suitable model which would measure the effectiveness of both variables at the same time unlike recommending that separate research may be conducted for effective results.

Advertisers' use of Research and development to help in knowing the needs of the customer creating customer satisfaction, value and increase in sales revenue. However, in order for research to give desired results, consumers need to be involved for a better understanding.



## **Chapter Three**

### **Research Methodology**

#### **3.0 Introduction**

Research is a systematic way to search for knowledge on a specific topic that uses scientific methodology collection to solve a problem and create new knowledge (Kothari, 1985). This research study is a creative process which is a highly organized, systematic, methodological paper that will answer critical questions about the influence of advertising on consumer buying behavior.

This chapter dealt with the methods of the study where the research approach, the research type, population, sample of the study and sampling techniques, source and method of data collection, data collection instruments, data presentation, reliability & validity of the study and the method of data analysis were given. This was to make the researcher make informed decisions based on data obtained from the respondents, which was be analyzed.

#### **3.1 Research Design**

A research design is the way information is gathered from respondents and how the researcher collects data relevant to address the research questions. In this research study, descriptive research was used to gathering data (Creswell, 2009) from respondents. The research design is Quantitative design which is non-experimental. The design is descriptive under which I considered a case study of medical students. This is the case because I projected the research findings to the whole students at the school of medicine.

### **3.2 Study Area**

The study was conducted at the Copperbelt University School of Medicine, Ndola Campus - Zambia. The researcher decided to conduct the study at Copperbelt University School of Medicine because medical students undertake medical research and they understand how important a research study is to a student. These respondents are all medical students at the institution.

### **3.3 Study Population**

The term population is defined as the entire group of individuals or social artifacts from which the researcher collected information that all share a characteristic (Wiid & Diggines, 2013, p.186 as cited in Pascoe, 2014. p.132). The population in this research study is comprised of medical students. The students at the institution are all boarders who reside at the institution. The population selected for the research study was relevant for answering the research question as they were appropriately selected. This helped the researcher reach the subjects quickly and easily. The population was selected so as to enable the researcher get answers to research study questions.

### **3.4 Study Sample**

A sample refers to a group of individuals that a researcher needs information from (Davis, 2014, p. 97), and this research study sample included one hundred and fifty students which was enough size to represent the entire population. This enabled the researcher to collect enough information and drawing up a conclusion regarding the entire population.

Whilst the sampling methods provided one broad category of sampling methods, namely, probability sampling. In this research study, the sample was drawn from the targeted population. Students were selected randomly to give students an equal probability of being selected to participate in this research study (Geoffrey Marczyk, David Dematteo, David Festinger, 2005). This was enough size to represent the entire population and enabled attainment of the purpose of measuring some elements of the population and drawing conclusions regarding the entire population. From this representative sample, the researcher obtained a representative sample that assisted the researcher in generalizing the result. In terms of the sample size, it was determined through the research approach and purpose of the study (Pascoe, 2014, p. 134). The sample size (Audrezet et al, 2018, p.5) represented medical students. However, the researcher relied on the sampling techniques to choose respondents.

### **3.4.1 Characteristics of the sample**

3.4.1.1 Must be a student of Copperbelt University School of Medicine.

3.4.1.3 Must reside at the institutions' hostels

3.4.1.3 Must be 18 years and above.

### **3.5 Sampling Techniques**

In this research study, probability sampling Dawson, (2002) was applied where all the third-year students at Copperbelt University School of Medicine had a chance of being selected. This sampling technique helped the researcher predict or generalize to all the students at Copperbelt University School of Medicine.

A simple random sample was used where the researcher collected student information from the students' affairs office at Copperbelt University School of Medicine, Ndola Campus, where a list of third year students was obtained from the institution. The researcher avoided using names because of culture and nationalities having the same names, which would group the students and misrepresent the sample. The researcher used a random point on the list where a student would be selected after a certain number of students. In this case, we have a population of 1209 students at Copperbelt University School of Medicine, in which 312 students are in their third year. To select the sample, we divided 312 into 1209 to get 8. The researcher picked every eightieth student from the population of interest.

### **3.6 Data Collection Instruments**

Creswell, (2009) states that there are various quantitative data collection methods available to researchers, and in this case, the researcher administered a questionnaire as a research instrument with closed-ended questions. The questionnaire was given to the respondents at the institution by the researcher. The questionnaire consists of section A, including the respondents' demographics and section B, consisting of several questions. The questionnaire was typed in a definite order on a form. The respondents read and understood the questions and wrote down the reply in the space meant for the purpose in the questionnaire itself. The respondents had to answer the questions on their own. The respondents were given two weeks in which to give well thought out answers and were reached conveniently.

Before giving out the questionnaires, a pilot study was conducted for testing the questionnaire. The pilot study brought to light the strengths and weaknesses, of the questionnaire. The researcher

was able to make improvement on the questionnaire. The research instrument consisted of structured questions. The questionnaire had a sequence of questions in order for the questions to be understood clearly by the respondents. The questionnaire starts with the most accessible questions initially, which arouse the respondent's interest. The researcher ensured that questions of a personal nature that would make the subject uneasy are avoided. Structured questions formed a logical part of a well-thought plan which made the questionnaire be simple and easily understood by the subjects. The researcher ensured that the questions were not double-barred and conformed to the respondent's way of thinking.

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### **3.7 Data Collection Methods**

Two methods of collecting data were implored in the research study. These were primary data and secondary data. Primary data was collected using a questionnaire. The rationale for using this approach was to validate the data collected using the research instrument.

#### **3.7.1 Questionnaire**

*Questionnaires* are forms that contain information to be elicited from subjects. The questionnaire was divided into two sections; demographics and questions relating to the study, which are explicitly focused on the research question. The questionnaire is structured with closed and open-ended questions in some cases to elicit information on the effect of product advertising on consumer buying behavior. On the other hand, open-ended questions allowed the subjects to express their opinions and views, giving suggestions where necessary. Some of the responses from the respondents were standardized. These forms were filled in by the subjects from where

information was collected from the answers that were provided. For this research study, the questionnaire contained structured questions to elicit information on the effect of product advertising on consumer buying behavior. The structured questions had a ranking of 1 – 5. The scaled items were based on, strongly agree, agree, neutral, disagree or strongly disagree format. Categories of Yes/No was used.

From the pilot study responses, the researcher, the questionnaire phraseology challenge was brought out, allowing the researcher to correct the type of questioning. This helped the researcher to know whether the instructions to the respondents were clear or ambiguous. The pilot study assisted in knowing whether the questions were being understood and were free from inappropriate assumptions and free from ambiguity. The pilot study allowed the researcher to know whether the respondents had the prerequisite information and knowledge to answer the questionnaire. The researcher ensured that the questionnaire was free from leading questions that would prompt the respondent to answer the research study questions in a particular way.

The researcher ensured that the questionnaire was unreasonably long and that the format goes according to the ordinal scale of measurement used. It was expected that the respondents would give honest opinions because the researcher would not be present to sway the respondents. With the assurance of confidentiality, convenience and anonymity, the questionnaire was administered. This method enabled the researcher to collect much information from many students in a short period. This method of collecting information was also cost-effective, where the given results can be quantified and analyzed more scientifically.

### **3.8 Data Analysis instruments and Procedures**

This section covers data analysis and techniques which were employed during data collection. These include the instruments of data collection, data processing, analysis hypothesis testing, and presentation.

#### **3.8.1 Classification of Data**

Data has been classified based on the descriptive characteristics of sex, age, occupation, and income levels. This enabled the researcher to establish a cause-and-effect relationship.

#### **3.8.2 Data analysis**

Data analysis is a process that involves classifying and tabulating the collected data according to (Kothari, 1985). Before analyzing of data, the researcher ensured that all data had been collected from the respondents. The researcher tabulated the information by displaying the raw data in compact form. The researcher sought to establish the cause and effect or the relationships between the factors. In this research study, the researcher used correlation and regression analysis to establish the relationship between the different variables of advertising and their effect on an individual's purchase decision.

#### **3.8.3 Hypothesis testing**

The researcher used inferential statistics to the hypothesis, made inferences and conclusion. This helped the researcher analyze the test of significance of data. Inferential statistics helped the researcher make reasonable decisions with the available information.

The testing of the significance was based on the confidence limits. The level of significance using the two cut off points of five percent level of confidence to reject or accept the null hypothesis. Using STATA statistical analysis tool, the researcher ran a regression analysis. This method was also used by Ampofo (2014). The internal consistencies of the scales were checked by testing Cronbach's alpha value. The demographic profile of respondents were analyzed and presented in graphical form. The validity of the instruments was checked by the explanatory factor analysis (EFA). Hypothesis testing was conducted by the Kruskal-Wallis (K-W) test, and the results exhibited in table form.

#### **3.8.4 Presentation of Data**

After collating the questionnaires administered, the data was presented in charts and tables by using words and figures and percentages. The graphical presentation compared variables, in this case, advertising and consumer buying behavior.

## **Chapter Four**

### **Data presentation, Interpretation and Analysis**

#### **4.0 Introduction**

This Chapter presents the findings of the study using statistical summaries such as graphs, charts and tables. STATA was the data entry software used to assist the researcher to reach reliable and appropriate results from the responses of the administered software. The researcher is using this tool because the same tool was used by Sama (2019). The first part contains data on the background of the respondents whose aim is to give a picture of socio factors that may have a bearing on the study. A total of 150 questionnaires were distributed randomly to third year students at the Copperbelt School of Medicine, Ndola Campus. All one hundred and fifty questionnaires were collected and there was no disqualified questionnaire. Majority of the respondents were males. There was a forty two percent representation of females as indicated in the chart below. The chart below shows the gender distribution of respondents in figure 1

#### **4.1 Demographic profile of respondents**

This section presents demographic characteristics of respondents of this research study.

##### **4.1.1 Gender profile of respondents**

Gender was among the descriptive demographic parameters asked to the respondents. The researcher analyzed the gender of the respondents to establish the level of representation that the study comprised of. However, feedback from the respondents on gender is very clearly presented in this pie chart. The study comprised more male than female participants. Going by the current population at medical school where there are more males than females. However, the selection of

this sample was purely randomized and such results are quite normal which is obtaining at medical school.

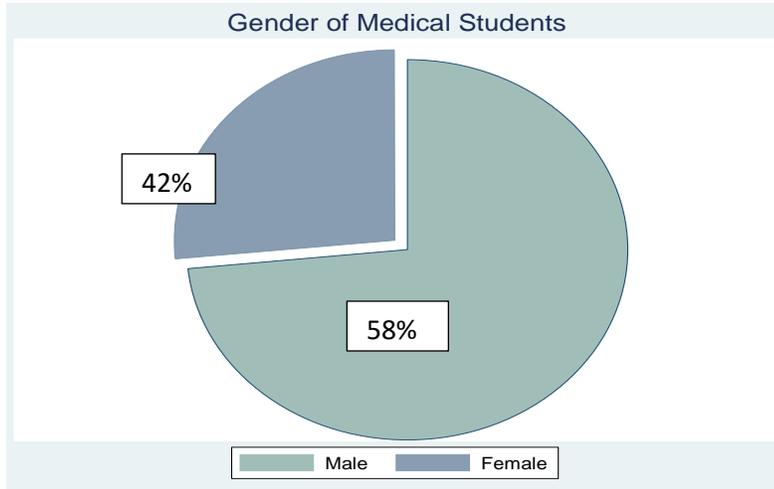


Figure 4: Source: Questionnaire administered, 2021

From the results above, it can be seen that both genders are exposed to advertisements of products at the university. As can be seen in the table 1 below, there are more male students that took part in this research study than female students. This is so because the institution has more males than females. The findings of the research study are a representation of both genders.

Table 1: Gender of Respondents

```
. tabulate Q2, subpop(Q2)
```

sex	Freq.	Percent	Cum.
male	87	58.00	58.00
female	63	42.00	100.00
Total	150	100.00	

This shows that the with respect to advertisements and how they affect consumer buying behavior, those who make advertisements which is consistent with the findings of Mwakasege, (2015).

### 4.1.2 Age of the Respondents

The researcher analyzed the age profile of the respondents in order to establish whether the effect of product advertising on consumer buying behavior is determined by age of the respondents. According to the results obtained in figure 5 below, it is apparent that majority of the students at the School of Medicine were aged between 20 and 26 years. From the presented results it can be seen that most of the students that took part in this research study were young participants.

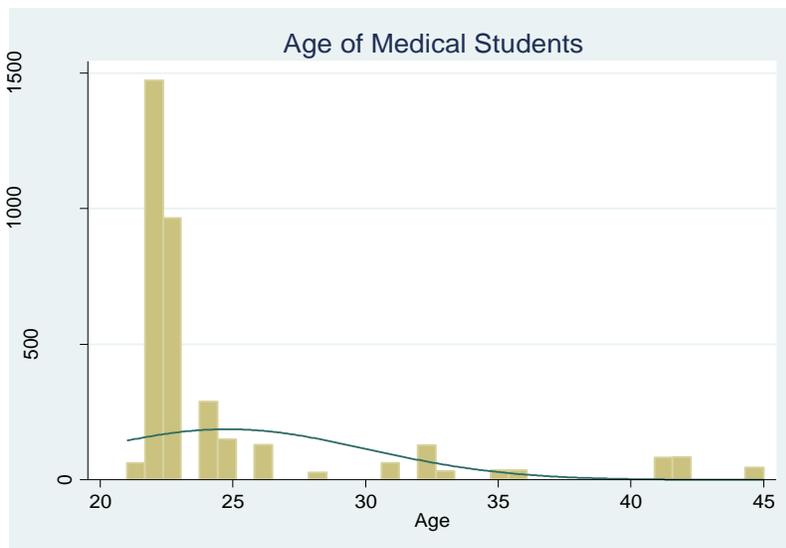


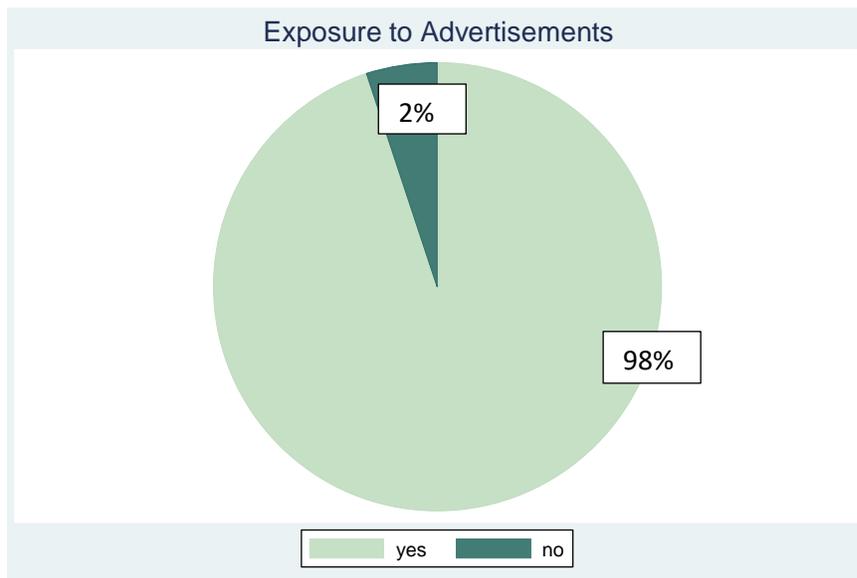
Figure 5: Source - Administered Questionnaire

Graph itself is positively skewed with the mode and mean being 30 years and 36 years respectively. On average, therefore, the sample was mostly middle aged. The mean of the medical students is 24. This could entail that most of the students are directly enrolled from Secondary School. This is clearly confirmed by the histogram with a range of about 22 - 45 years. Generally speaking, the sample showed that most of the students were below the age of thirty. From the results on age representation, the age range is mostly young ones who respond more to advertisements.

### 4.1.3 Have you been exposed to any advertisement messages?

When probed on the exposure to advertisements, an overwhelming number of students responded that they have been exposed to advertisements. This was relevant to the researcher because this helped the researcher understand the purchasing behavior of the young Medical Students and the effect that the advertisements have on them. In the pie chart below, figure 7, we can see that one hundred and forty-seven respondents indicated that they been exposed to adverts in some way while only 3 respondents indicated the contrary. Therefore, in terms of exposure, the data shows that an overwhelming majority of respondents were exposed to one form of adverts or another.

Figure 6: Source, Administered Questionnaire



Determining whether or not our respondents were exposed to adverts was relevant as it would help understand the purchasing behavior of the respondents and the effect that these adverts may have on them. In the pie chart above, it clearly shows that over 98 percent of students were exposed to advertisements.

#### 4.1.4 What advertising media gets your attention?

Having established that the sample mostly constituted of students who had been earlier exposed to advertisements, the next step was to appreciate the advertising media that appeals most to the students. Going by the data that was collected, it was found out that most of the students were exposed to internet advertising media. Internet was followed by Newspaper and Billboard. Respondents indicated that Television and radio were less preferred, respectively. It, therefore appears that internet is the most common advertising media to which consumers are exposed followed by newspaper and collectively making up to more than 50 percent of the total number of respondents

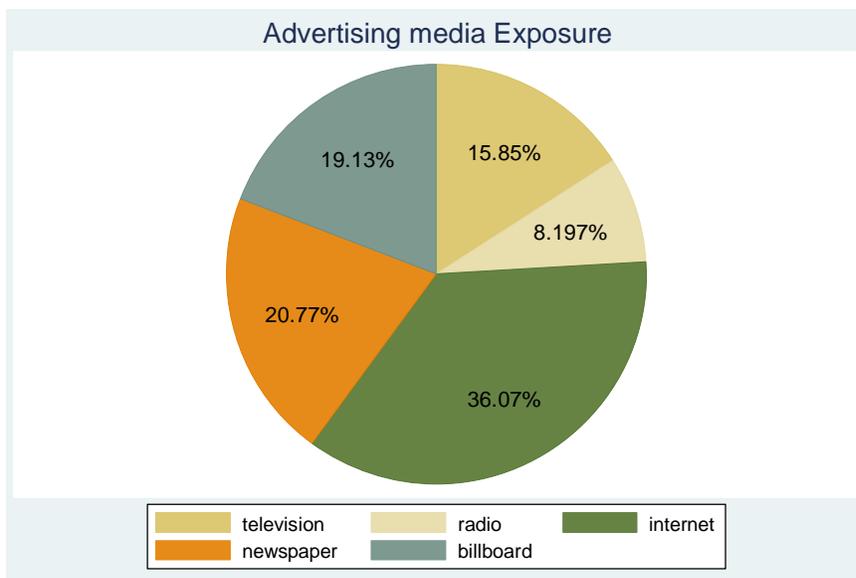


Figure 7: Source, Administered questionnaire, 2021

Internet preference could be because of the students' use of smart phones and the exposure to social media where most advertisements pop-up. This equally applies to newspapers as they are online newspapers that are circulated on social groups daily.

Radio and television received the least because of the fact that students get rarely exposed to television and radio as they live on campus and rarely have access to Radio and Television which is limited to only a few students that decide to keep these gadgets in their rooms.

#### 4.1.5 Time of exposure to Advertisements

Looking at the pattern of exposure on a daily basis, clarity is undoubtable. As depicted by the pie chart above, we see that about half of the respondents are usually exposed to advertisement

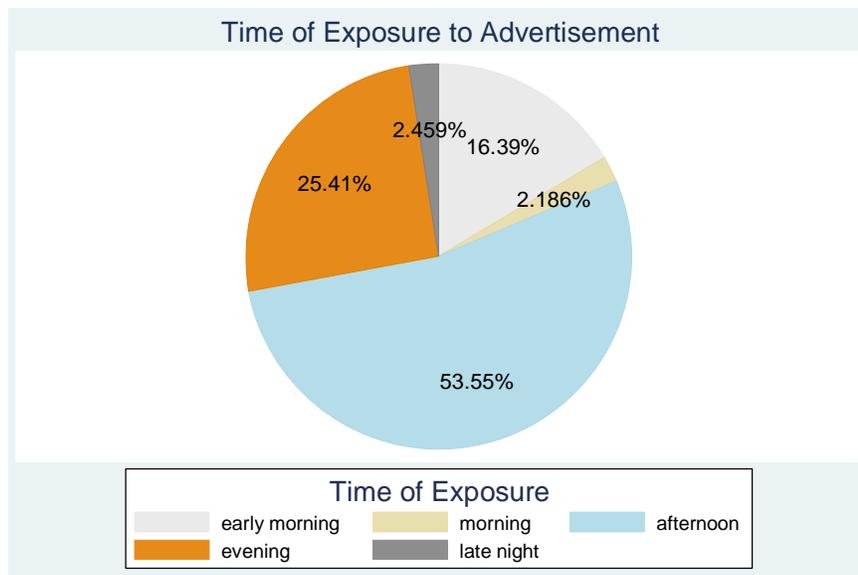


Figure 8: Source, Administered Questionnaire, 2021

during the afternoon. Evening and early Morning, followed and morning and late night shared a relatively small segment. This pattern may be due to the way the students time table is set. Normally, most students attend class during morning and could have free periods in the afternoon of working days. The period after class may be spent on virtual learning, entertainment or research. Exposure may be dependent on the advertising media they are familiar with. Those with greater access to mobile internet may encounter pop-up adverts even during research as they visit different commercial website in search of scholarly information. Observably, the smallest group of

respondents indicated that they get exposed to adverts late at night. By then, the majority of students would be either studying or sleeping depending on their studying time table. Hence, the data makes scientific sense. Notice, also, that for radio and television adverts, the evening period is considered as prime time and marketers pay a higher premium for airing their adverts during commercial breaks for different shows such as news, sports and entertainment. Therefore it is more effective to place an advertisement in the afternoon as most students at an institution which was consistent with the results obtained by Chudzian (2014) who conducted a similar study.

#### **4.1.6 Advertisement-based purchases**

The way students respond to advertising messages which they encounter matters in the sense that it helps in determining whether or not advertisement has any real effect on consumer behavior. In this regard, data shows that 66 percent of the respondents purchase products based on advertisement most of the time. At the same time, 21 percent of the participants indicated that they were neutral on the purchase products based on advertisement. Notably, a small segment representing 13 percent of the respondents said that they do not make any purchases based on advertising. This is a group of respondents who are not swayed by persuasive adverts but would rather stick to products which they may be already familiar with.

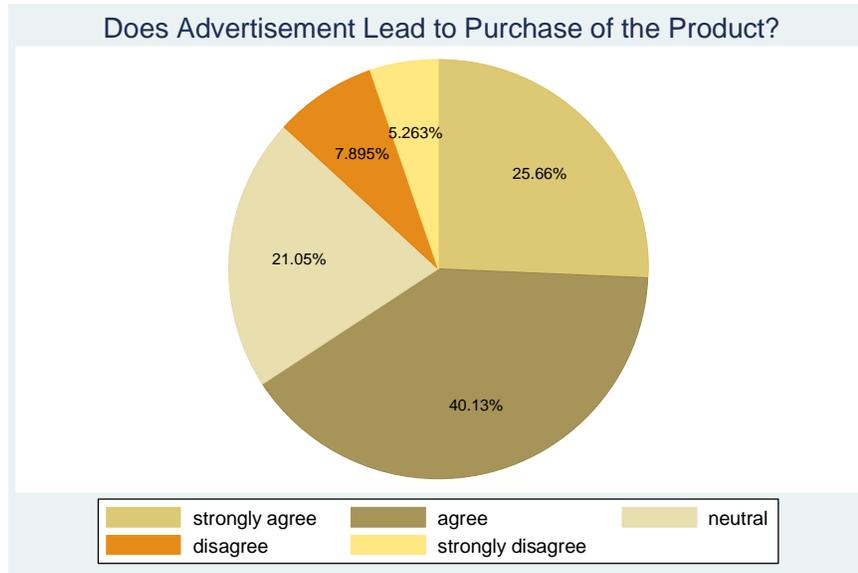


Figure 9: Source, Administered Questionnaire, 2021

Overall, the data shows that to a certain extent, adverts have the potential to effect consumer’s purchasing decisions. Advertisements are appealing, entertaining and attract attention. Customers are satisfied with that information rate because advertisements bring out the expected message. These findings show that advertising affects consumer buying behavior by providing the consumers with information about the products and the consumers use that information to make the decision whether to purchase the products or not and are consistent with the findings of Mwakasege (2015).

#### 4.2 Effect of Product Advertising on Consumer Buying Behavior Using AIDA Model

This section explains how product advertising affects consumer buying behavior using the AIDA Model.

### 4.2.1 Do advertisements arouse your exposure?

The researcher analyzed the feedback from the respondents on whether advertising arouses interest in products that are advertised. The feedback from the respondents is documented in figure 7 below.

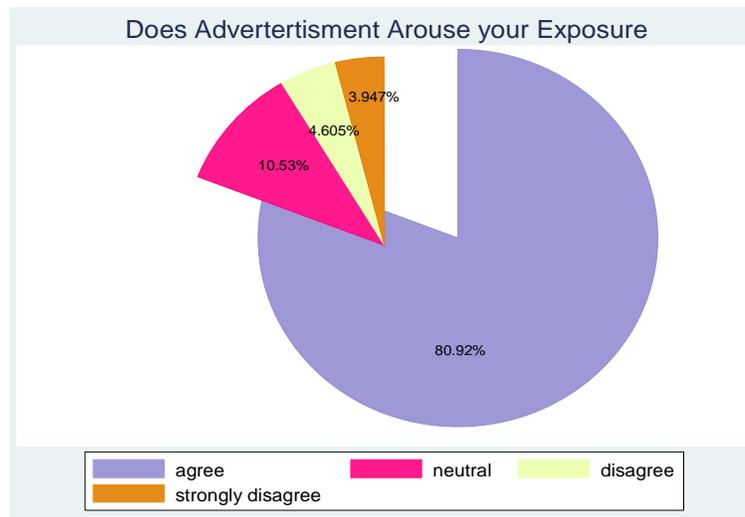


Figure 10: Source, Administered Questionnaire, 2021

How often a consumer is exposed to advertisements may have a considerable impact on the consumption pattern. Respondents who said they never got exposed made up a minute portion of the data – less than 10 percent. This is most likely the part of the group that earlier mentioned that they never got exposed to commercials. In the above column chart, the category ‘agree’ towers above the rest with 112 respondents indicating that an overwhelming majority of students are aroused when exposed to commercials every single day. Similar research was conducted by Deshpande (2019) which conclude that advertising leads to exposure confirming the above findings.

Commercials are, therefore a salient daily feature of media content on various media platforms and most consumers are exposed to their message are aroused.

#### 4.2.2 Does Product Advertising Affects Consumer Buying Behavior by Creating Desire?

The finding shown in figure 12 below shows that 50 percent of respondents agree that product advertising affects consumer buying behavior by creating desire for the advertised products while 15 percent do not agree leaving the rest being the ones who do not either agree nor disagree but remain

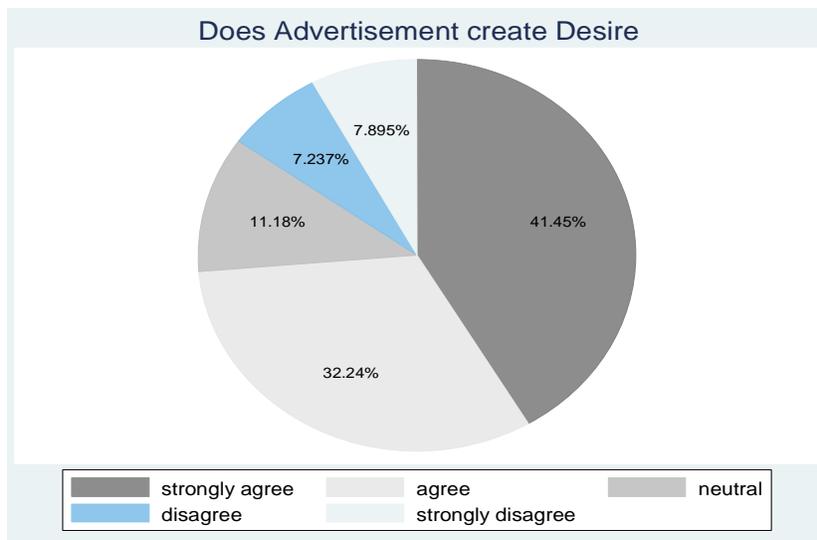


Figure 11: Source, Administered Questionnaire, 2021

neutral. The above findings suggest that product advertising helps in influencing consumer buying behavior by making the consumer want to buy the advertised products. This may come about by the advertising messages that are placed on the internet especially social media and the various platforms that students are exposed to. The results can also be seen as presented in Table 2.

```
. tabulate Q9 [fweight = Q3], subpop(Q9)
```

ad create desire?	Freq.	Percent	Cum.
strongly agree	1,504	41.73	41.73
agree	1,137	31.55	73.28
neutral	400	11.10	84.38
disagree	311	8.63	93.01
strongly disagree	252	6.99	100.00
Total	3,604	100.00	

Table 2: Administered Questionnaire, 2021

The creation of the desire for the product entails that listeners or viewers of the message take the information about a particular product presented in the advert to be accurate and factual. The findings are in line with the findings of Sama (2019) where the benefits of advertising gave a positive effect on consumer buying behavior.

#### 4.2.3 Does Product Advertisement lead to the purchase of the product?

Above 60 percent of the students believe that advertising plays a critical role in their purchase decision. A small fraction of the students do not agree to that fact and the rest of the students chose to be neutral. Respondents were also asked to indicate whether they had recently purchased a product or service based on advertisement. In the pie chart above, we see that more respondents affirmed that they had recently made purchases as a result of advertisement. In contrast, nearly a third of the respondents stated that they did not make any recent purchases. This goes to show that advertising could be operating at sub-conscious levels. One does not have to consciously believe in advertising in order for them to be affected by it.

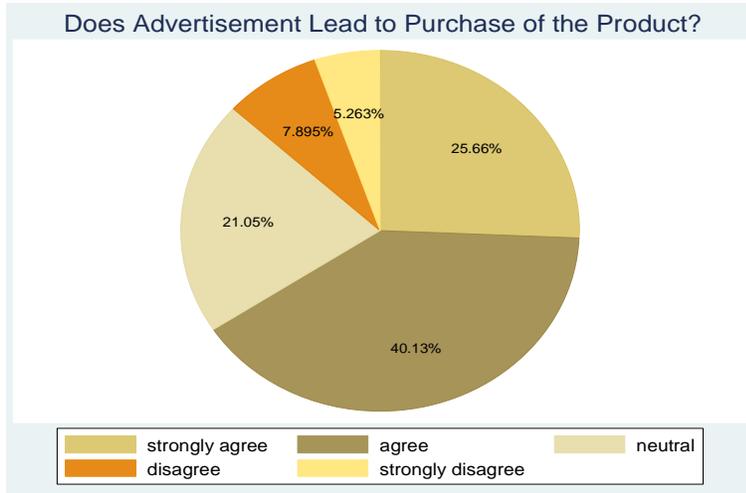


Figure 12: Source - Administered Questionnaire, 2021

From the above findings, Maithili Deshpande-2019 and Ghulam et al 2012 who took a similar study came up with results that were consistent to the results of this research study.

**4.2.4. Product Advertising Affects Consumer Buying Behavior by Leading to Action.**

Feedback from respondents was analyzed. This was based on whether respondents’ action of purchasing of the product was as a result of the advertisements. The objective of the research study was to know the effect of product advertising on consumer buying behavior. Figure 13 indicates that respondents about 77 percent of the respondents of which 13 percent of the 77 percent strongly agree leaving the rest agreeing to have purchased products after viewing or listening to an advertisement. Out of the total number of respondents, less than 5 percent indicated that they have not purchased a product after viewing or listening to the advertisement on the different media.

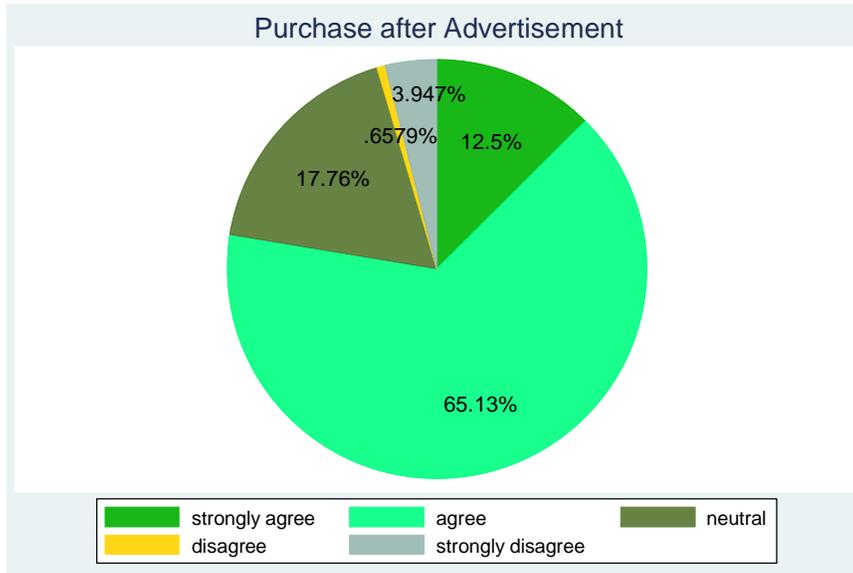


Figure 13: Source, Administered Questionnaire, 2021

From the above findings, respondents made purchases after watching the advertisements which is consistent with the study conducted by Ghulam et al., (2012) where similar results were obtained.

### 4.3 Factors affecting the consumer buying behavior

Based on the second objective of this research study, this part of the research study identifies factors that affect consumer buying behavior.

#### 4.3.1 How product benefits affect consumer buying behavior

From the analysis done from the feedback that was received from the respondents on whether product benefits have an effect on consumer buying behavior, Figure 14 clearly shows how feedback from respondents. In the pie chart below, 76 percent of the student stated that they

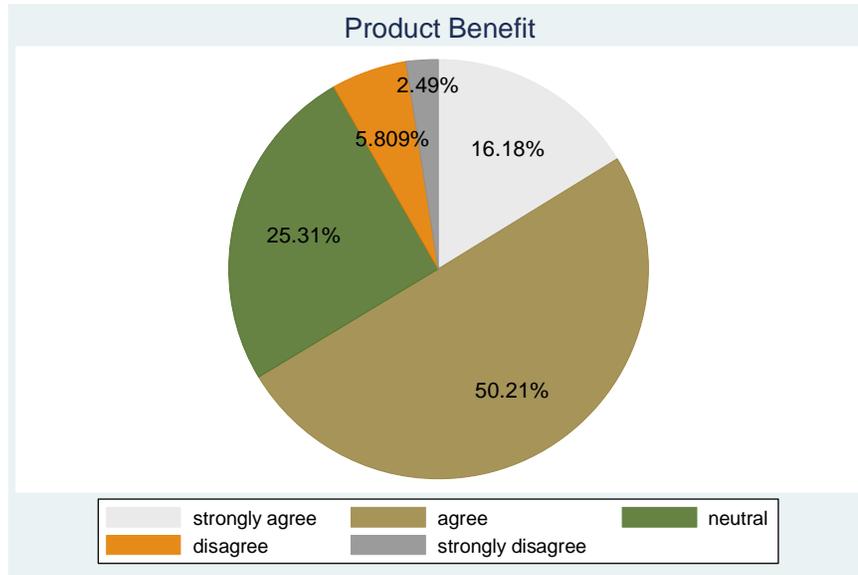


Figure 14: Source, Administered Questionnaire, 2021

were in agreement. Out of the remaining respondents, we have more than half of the students that indicated that the benefits they get from the products have an effect on their purchase decision and a quarter of the total respondents being neutral and the rest not agreeing. The results indicate that from the respondents, most of them purchase the goods bearing in the benefits they would get buy using the product. From the findings, this shows that consumers are likely to purchase the product after becoming aware of the benefits through advertising. Results obtained are consistent with the results obtained by Mwakasege (2015) which stated that product benefits influence the consumer in buying of the product.

#### 4.3.2 Does Product quality affect consumer buying behavior?

The researcher analyzed the feedback from the respondents on whether the quality of the product affects consumer buying behavior. The respondents being students do not believe in the quality of products as shown in figure 15 below. Students according to the results presented in the

demographics, age between 22 and 26 indicating that these students are straight from school. This confirms that students have no source of income where they are able to choose products based on

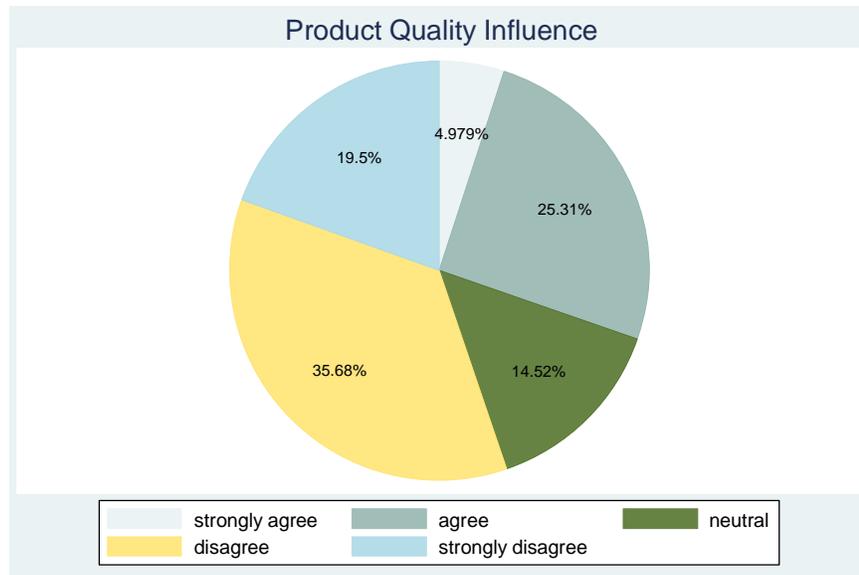


Figure 15: Source- Administered Questionnaire, 2021

its quality. Here it can be established that businesses could still manage to market their products regardless of their quality to cater form the low-income earners. From the results obtained, majority of the students do not consider the quality of the goods before they make a purchase. A number of students remained neutral and a few of the students indicated that they consider the quality of the product before they make a purchase decision. This could be due to the fact that as students, their choice of products does not solely depend of quality but other factors that students consider. The findings were a reflection of what is obtaining at the Copperbelt University.

### 4.3.3 The effect of Product Price on Consumer Buying Behavior

The researcher analyzed feedback from respondents on whether the price of the product has an effect on consumer buying behavior. In figure 16, feedback obtained from respondents indicates that most of the students' buying behavior is affected by the price especially that students have no source of income when making choice of product. From the feedback, 19 percent of the students do not consider the price of the product and 8 percent of the students remain undecided.

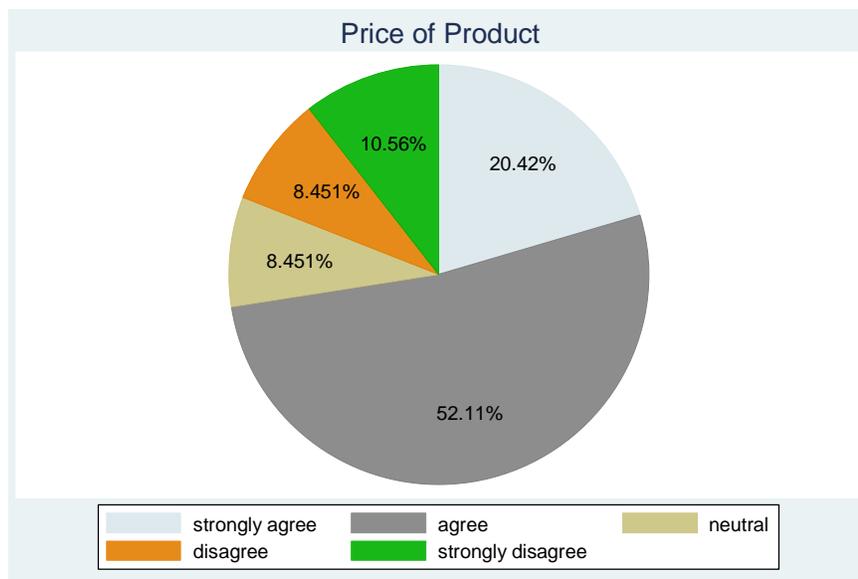


Figure 16: Source - Administered Questionnaire, 2021

The results obtained in this research study are consistent with what Dulin (2016) and Sama, R. (2019). Product price has an effect on the consumer indicating that consumers consider how much funds when making purchasing decisions as stated Consumers are better educated, informed and exposed than ever and they have the tools to verify claims and seek out alternatives.

#### 4.3.4 Does the packaging of the product effect consumer buying behavior?

Most of the students make decisions based on the package. About 30 students are not too sure if packaging plays a role in their purchase behavior leaving the rest not to be agreeing with the attractiveness of the packaging.

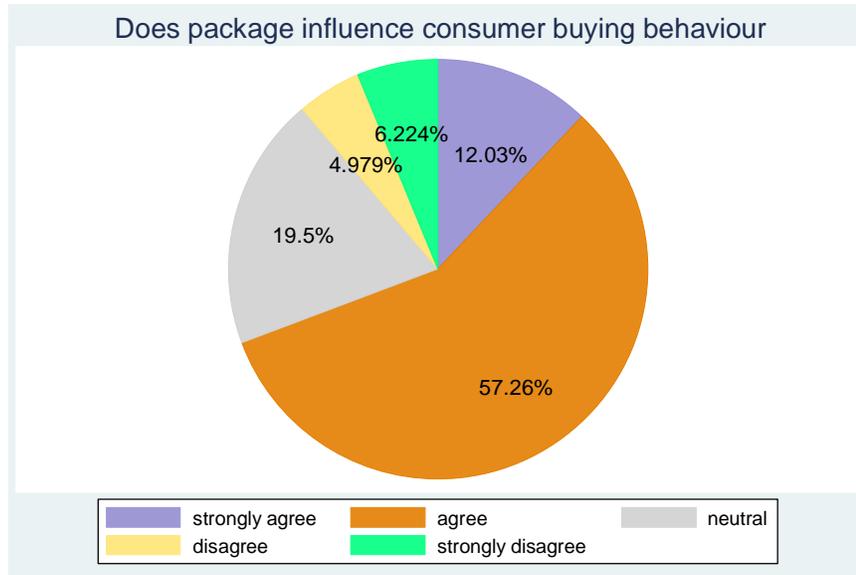


Figure 17: Source - Administered Questionnaire, 2021

This is indicated in figure 17 above. Their purchase decision is based on the packaging of a product means that most students believe that when the packaging is good, then their purchase decision is most of the time, positive. The findings show that consumers are more likely to purchase the product after seeing the package through the advertisement. The results obtained are in consistent with what Mwakasege, G. (2015) found on product packaging influencing consumer buying behavior.

#### 4.3.5 Does the product name have an effect on consumer buying behavior?

The researcher analyzed the feedback from the respondents on whether the product name affected their buying behavior. From the indications shown in figure 18 below, consumers are most likely to make a decision based in the name of the products based on what they see from the advertisements. This is confirmed from the responses obtained in the figure below where about 57 percent of the students were in agreement while 16 percent did not agree. This implies that some consumers are likely to purchase certain products because of the name which is familiar or a name they have known through advertising of other products.

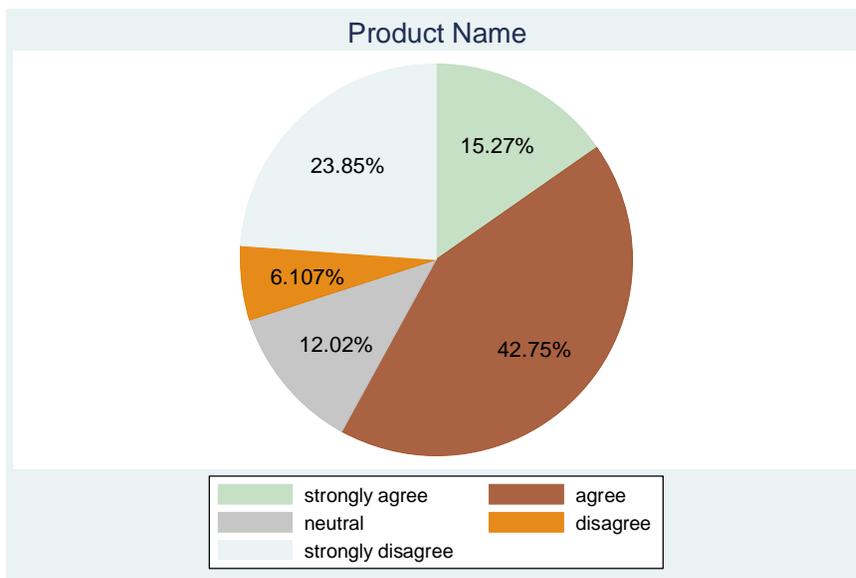


Figure 18: Source, Administered Questionnaire, 2021

At the School of medicine, Ndola Campus, most students believe that the product name has an effect in their buying behavior. Results obtained from the research study conducted by Arshad et al., (2014) and Mwakasege (2019) are in agreement with the results found in this research study.

**4.3.6 Does the endorsement of a celebrity have an effect on consumer buying behavior?**

From the pie chart in figure 19, students believe that celebrities play a role in the way they respond to an advertisement of a particular product. They believe that celebrities affect their purchase decision while about 15 percent of the respondents do not agree.

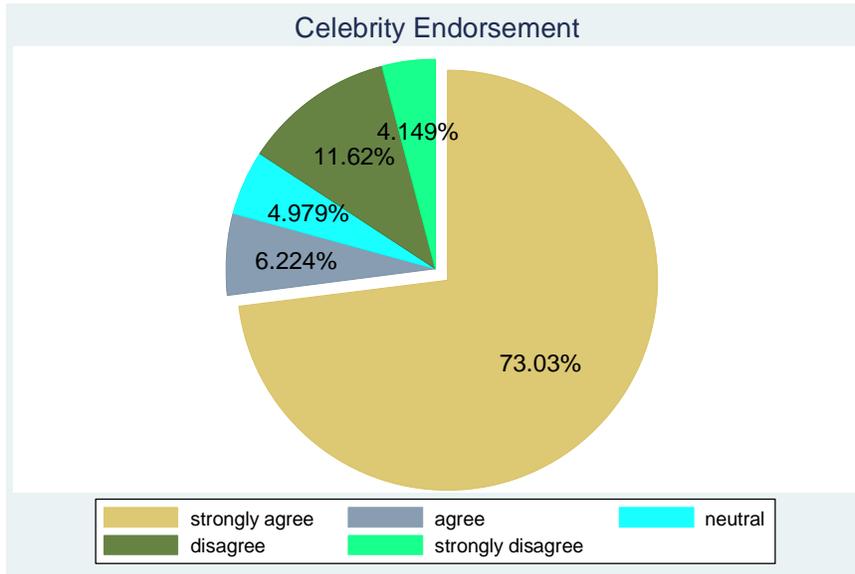


Figure 19: Source - Administered Questionnaire, 2021

For the majority of the medical students, the endorsement of their celebrity has a strong bearing on the decision that they make. They believe in their celebrities. A small number of students remain neutral. The results obtained are consistent with the results that Amofu (2014) from the research study that was conducted in Bangalore, India.

#### 4.4 To find out the motive for consumers to demand products

This section covered the objective which was to find out the motive for consumers to demand products.

#### 4.4.1 How does Curiosity affect consumer buying behavior?

Almost half of the medical students agree to the fact that part of their purchase decision comes from the fact that they are curious. Students believe that their purchase decision should be one of the solutions of product curiosity. About 30 percent of the students do not believe in product curiosity and a small portion of the students remain neutral.

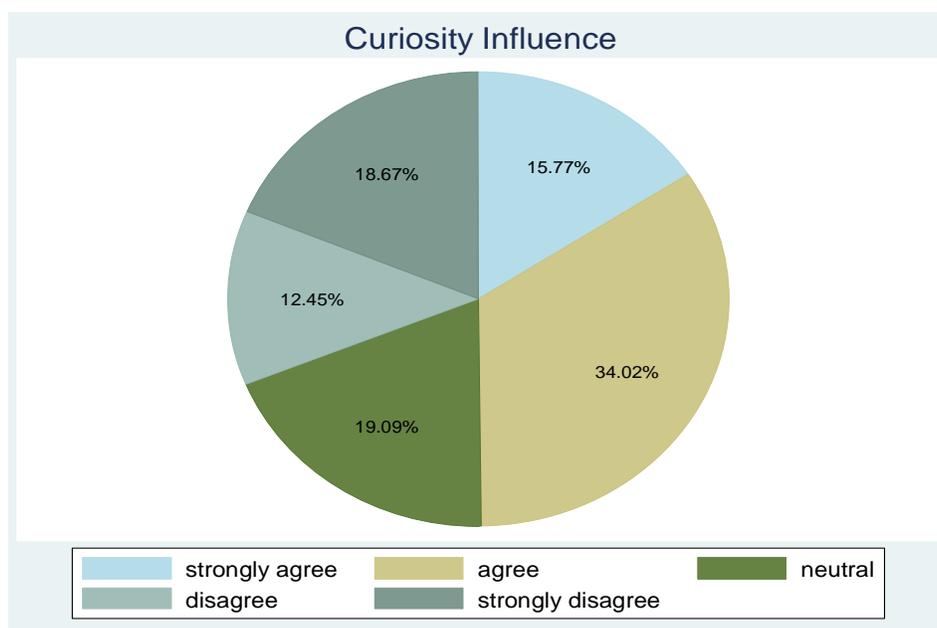


Figure 20: Source - Administered Questionnaire, 2021

From the above findings, more than half of the medical students believe that an advertisement makes them become more curious about the product. Studies conducted by Mwakagere (2015) were in agreement with the results obtained in this research study.

#### 4.4.2 Does a new advertisement of a product a sign of new offers?

The researcher analyzed the feedback from respondents on whether new advertisements meant new offers. About 70 percent of the respondents indicated that new advertisements meant new offers and about 11 percent of the respondents do not agree.

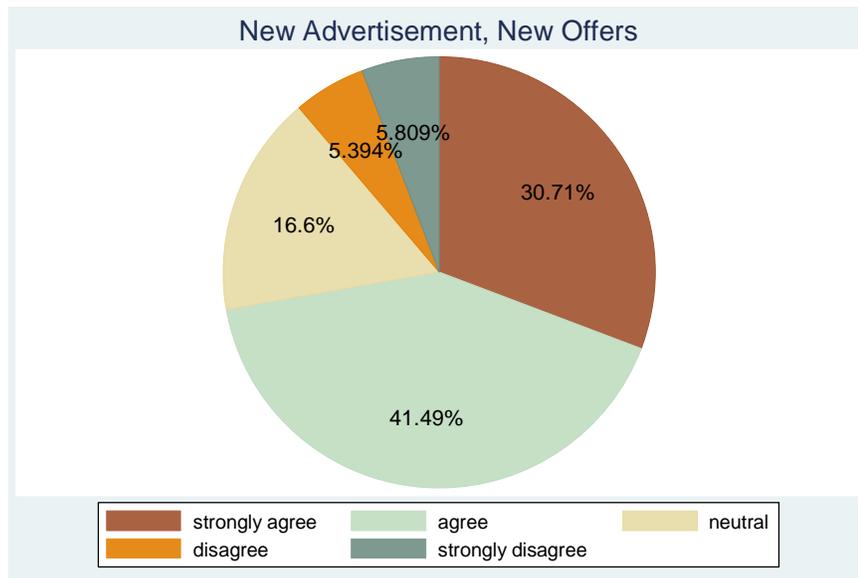


Figure 21: Source - Administered Questionnaire, 2021

Medical students believe that when they see a new advertisement about a product, then the manufacturer has new offers for its customers and is worth trying. Few students believe that new advertisements have nothing to do with their purchase decision as indicate in figure 21. This is consistent with the findings of Sama R (2019) who conducted a similar study.

#### 4.5 Factor Analysis/Correlation Analysis

The questionnaire consisting of 18 items was administered. The constructs used in the questionnaire was measured with the help of 5-point Likert scale vary from 'strongly agree' to

'strongly disagree.' This test was to ensure that the data is correlated. The assumptions of factor analysis were examined to ensure items are correlated. This provided the correlation matrix on how the variables were related to one another. This helped to uniquely explain the data matrix of the items.

The researcher has used STATA software for data analysis. The internal consistency of the scales was checked by testing Cronbach's alpha. Construct validity was checked by exploratory factor analysis. Hypothesis testing was done by using the Kruskal Wallis test.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy –KMO. The Kaiser measure of adequacy was test was used to check the suitability of data for factor analysis. Factor test was done for all the items. KMO of sampling adequacy which tells us how well this will work in terms of a factor analysis for determining that there is not enough overlap to produce spurious results.

The KMO values were found to be 0.639 which was good because it was above 0.05 suggesting that there are adequate numbers of factors that can be extracted. Moreover, the significant value of Bartlett's test of sphericity which indicated that factor analysis is useful for the data. Exploratory factor analysis (EFA) was run to extract the factors. A factor analysis was then run by running all the variables using PCA. The Eigen values gave a proportional factor explaining the variability of the 16 items that have been analyzed. This gave the proportions and the factors to retain where the Eigen values exceeded one. The factors that were retained were six. This explains the most variance.  $1 - \text{Uniqueness} = \text{commonality}$ . The uniqueness and commonality of each item and the number of individuals in the analysis.

The factors were then rotated. The method involved the use of principal component factor using the orthogonal varimax factor. This was to enable better interpretations. These were later sorted

using the factor loadings (Stevens, 2009). The results exhibited for factor 2 are shown in the figure.

See appendix B

There were seven factors that were retained. The factor loadings were then rotated and unique variances were sorted.

```
. alpha Q11 Q5 Q13

Test scale = mean(unstandardized items)

Average interitem covariance:      .6329605
Number of items in the scale:      3
Scale reliability coefficient:      0.7665
```

*Table 3: Factor one*

The Cronbach's alpha for the first factor was found to be 0.7665 of the mean items.

For the second factor results are seen in figure 5 below;

```
. alpha Q8 Q6 Q19

Test scale = mean(unstandardized items)
Reversed item:  Q6

Average interitem covariance:      .4059806
Number of items in the scale:      3
Scale reliability coefficient:      0.7307
```

*Table 4: Factor two*

Factors were extracted by using the Principal Component analysis (PCA) and the rotation method of varimax with Kaiser-Meyer-Olkin (KMO) having the Eigen value to be retained. This value was more than one. Both un-rotated and rotated component matrices were executed. After the reliability analysis was performed, the Cronbach's alpha value of 15 items was found to be 0.70.

This was design to conduct an Exploratory factor Analysis to look at the underlying dimensions of the scale that was developed in this research study. This was done using a principal component

analysis using the data that was collected in this research study. This was done on fifteen items using the strongly agree, agree, neutral, disagree and strongly disagree statements. The interpretation is that the items in the scale represents one unitary construct are in an acceptable range.

#### **4.6 Regression Analysis**

A regression analysis was run on the items and in Table 6, result. See Appendix C.

#### **4.7 Hypothesis Testing**

Table 6 explains the p-values and from the results tabulated, all the p-values are greater than the Pearsons chi square value at 5 percent level. Hence the null hypothesis is accepted that Advertising does not positively affect consumer buying behavior of the medical students.

## **Chapter Five**

## **Discussion of Findings**

### **5.0 Introduction**

This chapter presents the summary of the study based on the research results, objectives, and findings made by the researcher. The general objective of this study is to know the effect of product advertising on consumer buying behavior. This research study aimed to identify which media of advertising the medical students were exposed to, determine ways in which advertisements affect purchasing behavior and establish how different advertisements affect consumer's behavior.

### **5.1 Summary of Research Findings**

Advertising has been discussed over centuries with the present era witnessing the revolutionary change in marketing trends. Online marketing has come out to be a source that saves cost and time. Online marketing also presents the availability of variety of products. As the products are not physically available for physical verification, advertising is a source that can affect consumer choice of products through attractive advertising.

From the findings, seventy two percent of medical students indicated that their purchase behavior is affected by the price of the product and nineteen percent disagreed leaving eight percent undecided. On product quality, fifty five percent indicated that product quality does not affect their purchase decisions while about thirty percent agree leaving five percent undecided. These findings are true to medical students.

Businesses should not rely on the advertisement itself to change the perception of consumers but should find ways in which consumers should be interacted with using to know their needs. In this way, the marketing model such as AIDA will be complete.

This research study shows that businesses need to do more than just putting an advertisement on electronic media platforms. Advertising has evolved and advanced, partly through improved technology and access to advanced theories, methods, and information.

Though advertising may play a very significant role in influencing consumers buying behavior by using AIDA, advertising message failed to affect the buying behavior in that the intervening variables had an effect on the outcome of the dependent variable by influencing on the outcome of the research study.

It is evident that medical students failed to make a purchase decision due to advertising confirming that Advertising does not positively affect consumer buying behavior for medical students.

For advertising to play its role, genuine and informational needs satisfying customers should be of primary concern. Businesses should not rely on the advertisement itself to change the perception of consumers but should find ways in which consumers should be interacted with using sales promotions. In this way, the marketing model such as AIDA where advertising creates attention, and arouses interests, creating desire and drawing attention to the consumers will be complete. Medical students at the Copperbelt University Ndola Campus need to have a feel of the product in order for them to appreciate the price that is attached to it especially for the fact that most of the students at the university are not yet employed and their response to the advertisement has a bearing on their response because of their social status and economic factors.

From the results of the study show that businesses need to do more than just putting an advertisement on the internet or social media because advertising has evolved and advanced, partly through improved technology and access to advanced theories, methods, and information.

## **Chapter Six**

### **Conclusion and Recommendations**

#### **6.0 Introduction**

This chapter presents the research conclusion and recommendations. The conclusion is in line with the objectives that the research study has set to achieve. Recommendations were arrived at looking at the data and the responses obtained from the respondents.

#### **6.1 Conclusion**

This research study was conducted on the effect of product advertising on consumer buying behavior with respect medical students at Copperbelt University. Medical students mostly are school leavers that depend on their families to take care of their needs while pursuing their studies. In this regard, this research study can be helpful for advertisers who target students in learning institutions that have students, like in the case of medical students, who have no other source of income but rely entirely on their families for financial assistance. Consideration of certain social factors should be reality as it may help advertisers to understand what triggers a consumer's intention to purchase a product. It can also determine which element in advertising is most affecting and which has a comparatively lower influence. Advertisers need to find out what makes the consumers demand for products especially where consumers are students who may not have an income apart from that coming from their parents or guardians.

It can be seen from the research study that, on average, advertising does affect the buying behavior of medical students. Advertisers may need to tailor products that meet the social status of students if they are to maximize on sales revenue.

It is therefore required of firms to make their prices affordable for consumers at learning institutions. Advertising satisfies the needs of the firm as well as the wishes of consumers therefore the advertising role can never be replaced by any other means in this dynamic world. It is therefore a must for firms to strategize and know when and where they should advertise to gain maximum returns.

## **6.2 Recommendations**

The researcher recommends that, marketers in business firms invest in research. Companies may conduct studies in institutions of learning in order to know how to approach consumers in institutions of learning. Bearing in mind that today's consumers are exposed to thousands of messages on a daily basis, there is need to find out the consumers response to technological changes. It is equally important for marketers to understand the student consumer which will enable the marketer deal with the social concerns of the consumers that affects the way the student consumer responds to an advertisement.



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## Appendices

### Appendix A - Questionnaire

Hello. I am a level 2 student of the University of Zambia in collaboration with the Zimbabwe Open University, conducting a study on the topic “The influence of advertising on consumer buying” as part of the requirement for a Master’s in Business Administration. I will be very grateful if you can take time to respond to this questionnaire. Your response is very necessary to help examine and understand the relationship between advertising and consumer buying decisions. Be assured that responses given will be treated with absolute confidentiality.

Thank You.

*Please tick the boxes next to the options to indicate your response.*

### SECTION A

#### Demographics

1. What is your gender

Male

Female

2. Age

### SECTION B

#### Advertising exposure

3. Have you ever been exposed to any kind advertisement?

Yes

No

4. What advertising media gets your attention?

Television	Radio	Internet	Newspaper	Billboards
<input type="checkbox"/>				

5. Which time of the day are you exposed to adverts?

<input type="checkbox"/>	Early Morning
<input type="checkbox"/>	Mid-Morning
<input type="checkbox"/>	Afternoon
<input type="checkbox"/>	Evening
<input type="checkbox"/>	Late night

### Effect of Product Advertising on Consumer Behavior

6. Do you buy products based on advertising?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

7. Does Advertising arouse your interest in the product?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

8. Does Advertising create the desire for the product?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

9. Does Advertising lead you to purchase the product?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

10. Have you purchased a product recently after seeing an Advertisement?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

11. Does the product benefit affect the buying of the product?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

12. Does the product quality affect the buying of the product?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

13. Does the price of the product affect the buying of the product?

Strongly Agree.	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/>				

14. Does the packaging affect the buying of the product?

Strongly Agree.

Agree

Neutral

Disagree

Strongly Disagree

15. Does the product name affect the buying of the product?

Strongly Agree.

Agree

Neutral

Disagree

Strongly Disagree

16. Does celebrity endorsement affect the buying of the product?

Strongly Agree.

Agree

Neutral

Disagree

Strongly Disagree

17. Does product curiosity affect the buying of the product?

Strongly Agree.

Agree

Neutral

Disagree

Strongly Disagree

18. Does a new Advertisement mean a sign of a new product?

Strongly Agree.

Agree

Neutral

Disagree

Strongly Disagree

*End of questionnaire*

*Thank you for your co-operation!*

## Appendix B – Rotated Factor loadings

Rotated factor loadings (pattern matrix) and unique variances sorted

Variable	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Uniqueness
Q11	0.9004	0.1881	0.1715	0.1255	-0.0291	0.0529	-0.0771	0.0992
Q5	0.8639	0.1699	0.1574	-0.0748	-0.0296	-0.0244	0.0326	0.1919
Q13	0.8374	-0.1707	-0.1588	-0.0801	0.0899	0.0380	0.0270	0.2278
Q8	0.1369	0.8557	0.1143	0.1409	0.0272	0.0418	-0.0392	0.2122
Q6	-0.1473	-0.8393	0.0956	-0.0694	-0.1447	0.0527	0.1490	0.2141
Q19	-0.1224	0.7049	0.0754	-0.1313	-0.2266	-0.0287	0.1689	0.3845
Q17	0.2859	-0.1038	0.8076	0.0962	0.1027	-0.0496	-0.0739	0.2276
Q18	-0.2930	0.2696	0.5933	-0.2062	-0.0645	-0.1168	-0.0130	0.4290
Q7	0.0618	0.3284	0.5666	0.1089	0.2467	0.0460	-0.0877	0.4847
Q9	0.4136	-0.0591	0.4609	0.4361	-0.3060	0.1124	-0.0224	0.3161
Q16	0.0500	-0.1510	-0.1112	-0.7165	0.2696	-0.1219	-0.0092	0.3614
Q10	0.0308	0.1205	-0.0143	0.6494	0.3218	-0.0593	-0.0913	0.4471
Q12	-0.1831	-0.2220	-0.0951	0.3493	0.1330	-0.3386	0.3129	0.5559
Q3	-0.0094	-0.0927	-0.1570	0.0792	-0.7537	0.0301	-0.0198	0.3909
Q2	0.0472	0.0305	-0.0471	0.0430	-0.0733	0.8576	-0.0515	0.2493
Q15	0.0026	-0.2596	-0.0223	0.0469	0.4083	0.5515	0.1819	0.4259
Q14	-0.0586	-0.0342	-0.1002	0.1832	0.2781	-0.0222	0.6996	0.3845
Q4	-0.0478	0.0764	0.0486	0.2707	0.2332	-0.0021	-0.6962	0.3772

Table 5: Seven factors explaining the most variance

Source: Researchers analysis (2021)

## Appendix C – Regression Analysis

Source	SS	df	MS			
Model	.120368481	12	.010030707	Number of obs = 150		
Residual	1.85296485	137	.013525291	F( 12, 137) = 0.74		
Total	1.97333333	149	.013243848	Prob > F = 0.7087		
				R-squared = 0.0610		
				Adj R-squared = -0.0213		
				Root MSE = .1163		

Q4	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
Q8	.0119092	.0183159	0.65	0.517	-.0243094	.0481277
Q9	.0092718	.010047	0.92	0.358	-.0105955	.0291391
Q10	.0115899	.0093789	1.24	0.219	-.0069561	.030136
Q11	-.0002379	.0381901	-0.01	0.995	-.0757562	.0752804
Q12	-.0052073	.0113062	-0.46	0.646	-.0275645	.0171498
Q13	-.0005541	.0126487	-0.04	0.965	-.0255661	.0244578
Q14	-.0104432	.0101494	-1.03	0.305	-.030513	.0096265
Q15	.0041508	.0104504	0.40	0.692	-.0165142	.0248158
Q16	-.003175	.0117908	-0.27	0.788	-.0264905	.0201406
Q17	.0004898	.0100381	0.05	0.961	-.0193599	.0203394
Q18	.0080585	.0080841	1.00	0.321	-.0079273	.0240443
Q19	-.007728	.0106618	-0.72	0.470	-.028811	.013355
_cons	.9625656	.0706069	13.63	0.000	.8229453	1.102186

Table 6: Researchers Analysis (2021)