Impact of Emotional Ads, Online Ads and Repetition Ads on Customer Buying Behavior

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Abstract

Companies are trying to increase the services for their customers. The following study examines the impact of emotional ads, online ads and repetition ads on customer buying behavior. This research is conducted to answer the question that whether these ads have impact on customer buying behavior. This study focuses only on telecom sector of Pakistan. The data was collected from three universities of Islamabad Pakistan. Questionnaires were used for collection of data. For the analysis of data Correlation analysis was used. Purpose of current study was to explore the impact of ads on buying behavior of customers in telecom sector of Pakistan. Sample size of current study is 308; Simple convenient sampling method was used to select the respondents from population. Results show that emotional ads, online ads and repetition of ads have positive and significant impact on customer buying behavior in telecom sector of Pakistan. Data was analyzed through SPSS and correlation test has been run to check the relationship of variables. It has leave room for the future researches in way that they can find the impact of ads on various other factors other than buying behavior in various industry sectors.

Keywords: Emotional Ads, Online Ads, Repetition Ads, Customer Buying Behavior

1. Introduction

The basic purpose of advertisers in the world is to gain valuable customers by influencing their knowledge, attitude and their buying behavior. Everyone in this world can develop success by adopting mass media such as billboards, television, newspapers, advertising, internet, films, videos and magazines (Latif and Abideen, 2011). Among all the marketing weapons, advertising creates a major impact on the mind of viewers by increasing its exposure (Katke, 2007). It is said by most of the agencies and advertisers that advertising can build magic into the marketplace (Russell and Lane, 1991). In this current situation advertising is a foremost source of developing and upholding significant customer buying behavior in challenging market. As stated by (Hussainy, 2008) any company cannot be a market leader without much investing in its promotional plans. The brand cognizance leads to influence attention, selection and then purchases (Romaniuk & Sharp, 2003).

In this recent situation most of the companies adopted different types of advertisement strategies to achieve the potential customer behavior toward their brands. Researchers have suggested that emotional advertisements have valuable importance for customer buying behavior. Now customers with different social backgrounds and cultures, bring advertisers notice that how their customer will perceive their standardized message (Frith & Mueller, 2003). And on the other hand some researchers argued that if emotional appeals measure properly, it may have some significant impact on customer's memory and may lead to customer buying behavior (Aaker, Stayman, & Hagerty, 1986)

The marketplace is also rapidly transforming and going to shift in the direction of online purchasing of products as well online market business awareness. Ramaraj and Suzanna (2003) stated that because of modifies in environmental culture, the importance of online business has become an act of concentrating interest on online ads. Gallagher, Katherine, Foster, and Parsons (2001) stated that customers are getting control and command over online ads, on where, what ads, at what time and how endless they would prefer to watch them. It means that customer has full command on their liking and disliking about ads and they can easily change or avoid ads which they do not like to watch and can watch those ads which they want.

Marketers are getting attention for many years pragmatic and basic interest towards repeated exposure of advertising. Early research on the effects of repetition was motivated by the need to estimate the parameters of repetition function to be incorporated not advertising media models (Aaker & Bruzzone, 1985). If so, customers are observing different ads and publicity stunt from different companies toward the brand acceptance in the different time, place and situations. It is not easy for today's customer to remind different types of products and services at the time of purchase. But on the other hand due to nonstop repetition of ad can cause aggravation and too much knowledge of ad can also cause slight attention towards products and services. (Hansen & Wank, 2009) stated that the well-known and unknown product awareness can be increase by ad repetition.

2. Specific Problem Statement

The mobile sector has selected for this study. In Pakistan, mobile industry is growing day by day like other countries in the world. In 2004 density of mobile phones was 3.29%, which rose tremendously in April 2011 up to 64.8%. So that's why telecom sector is facing enormous competing challenges both competitors as well as the

customer buying behavior in Pakistani market. The environment, latest technology, richness of a customer mind and continued awareness in society lead to rise and fall the customer buying behavior. This study investigates that how much significant impact is having emotional ads, online ads and repetition ads on customer buying behavior in Pakistan's mobile sector.

3. Research Objective

The purpose of this research study is to examining at what extent emotional ads, online ads and ads repetition have influence on customer buying behavior. It is best for researcher's knowledge that no research study has been conducted in this direction with these variables having impact on customer buying behavior. This research study replies the question that what extant emotional ads, online ads and repetition ads have impact on customer buying behavior in telecom sector of Islamabad.

4. History of advertising

Previous studies have focused on the side Psychology advertising and suggest how to use the feelings of the customers to attract attention and increase calls these ads, in the hope that lead to the purchase of this product to a point in time (Elliot & Speck, 1998). These studies suggest that brand loyalty is a major barrier for new companies in Lithuania to gain ground in the market and then, and provides researchers used several theories to describe this consumer sentiment about a product or advertising .drop-off window. Heath, Brandt and Nairn (2006) in their research showed that advertising associations in an attempt to achieve three things: flour, brand awareness and persuasion.

5. Customer buying behavior

Customer behavior can be understand, the activities like emotional and physical which keep people while choosing, consuming and arranging their products and services in the manner of fulfilling their wants. And now it is time to learn necessary dimension of customer and his / her buying behavior. As shown in the purchase decision, to the customer on a different type of risk level of products. In fact, the resolution varies with the type of purchase decision. (Kotler & Armstrong, 2008).

5.1 Types of buying behavior

Complex buying behavior
Dissonance reducing buying behavior
Habitual buying behavior
Variety seeking buying behavior

In complex buying behavior category and the acquisition of the customer is aware of the important differences between the markets and products. It can be, if the product is expensive, and are usually purchased high self-expressive or high perceived risk (Cant, 2006). It is really important for marketers to understand and help this complex process and potential customers to learn more about this product (Kotler & Armstrong, 2008).

Habitual buying behavior feature is handy to buy a complex behavior, and that he / she has a little dedication and see some of the differences between the marks. Potential customers are not loyal to the brand usually bought by ordinary (Cant, 2006). For this type of product and the customer does not go over the search process, and that he / she gets the information about the product through advertising. In this context, traders use price promotions to attract customers. In addition, try marketing to reach customers with icons, images, and advertising campaigns and (Kotler and Armstrong, 2008).

Variety seeking behavior includes big difference between brands, but a small contribution of customer often between brands (Cant, 2006). In this case that has some marketing strategies to reach customers. The market leader and try to get the usual space sales plateau behavior, which never be avoided in the stock and not advertising often memories. Challenger is the pricing, promotion, and free promotional samples stimulate (Kotler & Armstrong, 2008).

5.2 Emotional ads

According to (Kotler & Armstrong, 2008) and others that promote and admit that ad is relatively important in the consumer market because they gain a greater number of buyers tend to be routine and emotions play important role in the purchasing decision.

People can understand advertising may be emotional due to many reasons (Aaker & Bruzzone, 1985).It can be defined as emotional ads of the products are those ads those may or may not treated as socially entertain able and comfortable for the significant area of population. These emotional issues are critical for organizations sometimes and their customers as well, while advertising like "emotions" the attention of various viewers pockets positively increase, favorable effect on behavior and helpful for memory (Dahl, Frankenberger and Manchanda, 2003). In fact such type of   significant emotional output can be in goodwill of product success

(Pitts and Snook 1990). Emotional advertising may cause of damaging the customer buying behavior by its artificiality and extra dramatization.

5.3 Online ads

Online advertising requires effective strategies in reaching customers these strategies may include personalization and integration of multimedia and real-time interactions (Geissler,

Zinkhan andWatson, 2006). Banners ads and sponsorships are most important types of online advertising. The definition of sponsorship is "ads that based on text format which has relation and fixed with website content". Sponsorship actually indentifies new product and new brand with very small text. Now sponsorship has become most talented way to online advertising. Online sponsorships produced 1.87 billion dollars in year of 2001, which was accounted as one- third of whole online advertising earnings of that year (IAB, 2001).

Pop-up ads and advertising pop ups that the pop-up advertising has a line of two subgroups: the floating ads and pop-up ads. Announcements appear floating on the first page of the browser when you switch to another window, then you have to wait for a certain period of time before they turn off the monitor. Today internet users have little control on floating ads, because often they do not close the window to pause or stop the advertisement (Cong and Robert, 2005).

According to (Baltas, 2003) banner ads appear on website in the form of rectangular display for serving and motivating customers with option of one click to get more. In this way, they will not interfere with the user's activity (Steven, Hairong and Joo-Hyun, 2002). As already mentioned, the banner is to intervene mainly on the edge of the area, with the users activities. The user does not force you to prevent banner ad, and if they want more information about the products, you can click on the banner to the specified destination (Ramaraj and Suzanna, 2003).

5.4 Repetition ads

For many years, advertising researchers have studied the effects of advertisement repetition on customers' cognitive responses, such as attention (Grass, Robert and Wallace 1969), recall (Valentine 1971), and brand evaluation (Batra, Ray & Rajeeve, 1986). Recently, researchers have examined how repetition affects customers' liking of the ads. . An early study by Marvin (1967) showed that when slides of ads were repeated in a virtually uninterrupted sequence, subjects' liking of the ad slightly declined. This reflects the growing conviction of many advertising researchers that customers' liking or disliking of an advertisement can influence the ad's effectiveness, affecting attention, recall, brand evaluations, and other responses (MacKenzie, Richard, and Belch, 1986). Many of the individuals, in this modern world have unstable evaluation that can be due to frequent publicity (in case an ads watched on television screen may have disliked by viewer initially, however it became entertain able after watching several times. Robert (1968) stated that as the exposure of the brand increases, more fruitful the effective reaction of brand.

6. Research Model

To implement the study there are following dependent and independent variables are shown in the research model.

(Independent Variables)
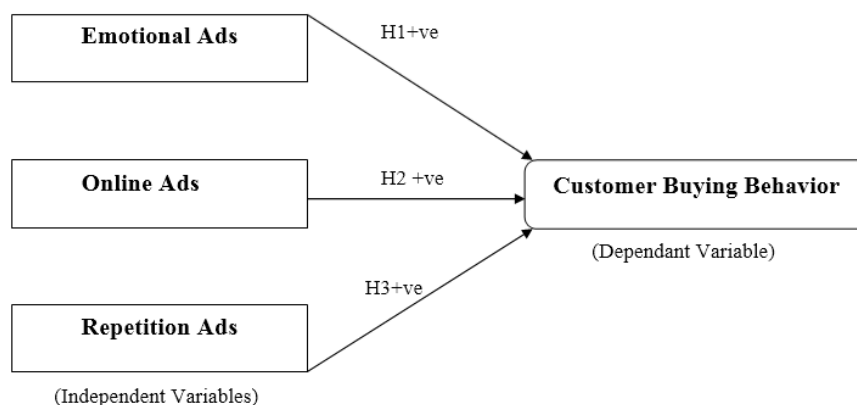
Hypothesis

Following hypothesis has been created:

H1: *There is a significant and positive relationship between emotional ads and customer buying behavior.*

H2: *There is a significant relationship between online ads and customer buying behavior.*

H3: *There is a significant and positive relationship between repetition ads and customer buying behavior.*

7. Research Methodology:

7.1 Population and Sample

Population of current study is those people who are buying their mobile phones in independent way. Students from International Islamic University Islamabad, Qaid- e Azam University Islamabad and National University of Modern Language Islamabad were selected as a sample of current study.

7.2 Sampling Technique and Sample Size

Researcher has used simple convenient sampling method to collect the data from respondents that is a valid method (Saunders, Lewis, & Thornhill, 2007). Total 380 questionnaires are distributed to the respondents and 308 questionnaires are received which are filled rightly. Sample of current study is 308 that can cover the general opinion of people.

The participants included in this research was select through convince sampling was used criteria of willingness to participate and ethnic diversity. Total number of respondents who participated in this study, males and females were 308. Modified five point Likert scale was used. The researcher was kept in consideration the research ethics related convenience for male and female participation, their consent and trust during research. The data was analyzed with Statistical Package for Social Science (SPSS).

7.3 Data Collection Technique and Instrument

Questionnaire has been used to collect the primary data from respondents. Four variables have been used to investigate the issue. The study is cross sectional and data was gathered once in a period of almost two months. Researcher has taken items of emotional ads of Vanessa (2010) that have used these items to investigate the impact of emotional advertisement impact on boys and girls. Researcher has taken items of online ads of (Jin, Handan, and Gabriel, 2010) as they used these items to measured advertising management influence effectiveness of online advertising. Researcher has taken items of repetition ads of (Sohail and Sana 2011). And researcher has taken items of customer buying behavior of (Lycourgos 2011). Questionnaire is approved from previous researchers. All questions are close ended which are explored in five choices(Sekaran, 2006). The variables were measured by 5 point Likert scale rating option was categorized as 1=strongly disgree, 2=disgree, 3=Neutral, 4=Agree, 5=Strongly Agree.

8. Data Analysis and Results

Insert Table No 1 Here

8.1 Instrument Reliability

Table shows that alpha coefficient values of emotional ads, repetition ads, online ads and customer buying behavior. The alpha coefficient value of first independent variable emotional ads was 0.77, for online ads .76, for repetition ads .75 and for customer buying behavior was .76 which was good for the reliability of the data. All independent variables and dependent variable show value more than 0.70 as standard value of reliability as proposed by (Nummally, 1978). That indicates instrument used in this article is reliable and we can confidently run all statistical tests and interpret the results.

Insert Table No 2 Here

Correlation Analysis

Pearson correlation with two tail level of significance was applied.

Correlations

		E.Ads	On.Ads	Rp.Ads
Emotional Ads	Pearson Correlation Sig. (2-tailed)			
Online Ads	Pearson Correlation Sig. (2-tailed)	$.616^{**}$ .000		
Repetition Ads	Pearson Correlation Sig. (2-tailed)	$.363^{**}$ .000	$.446^{**}$ .000	
Customer Buying Behavior	Pearson Correlation Sig. (2-tailed)	$.644^{**}$ .000	$.651^{**}$ .000	$.501^{**}$ .000

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

Results of current model show positive correlation that indicates the positive relationships. Result shows that emotional ads are positively correlate with the customer buying behavior, it has (r=$.154^{**}$, p<0.05)

that indicate there is significant relationship between emotional ads and customer buying behavior. Online ads are showing positively relationship with the customer buying behavior value of(r= .379[**], p<0.05) that is showing a significant impact of online ads on the customer buying behavior. Repetition ads are showing positively relationship with the customer buying behavior value of (r= .457[**], p<0.05) that is showing a significant impact of online ads on the customer buying behavior. Overall results indicate there is significant role of these ads on customer buying behavior of students of different universities in Islamabad. Degree of association between dependent and independent variables is statistically significant as p value is 0.000 which is less than 0.05%.so on the basis on these results all three hypothesis has accepted as respondents are agree with online ads, these ads do not irritate them instead of this online ads are great source of awareness . Results show there is positive relationship between emotional ads, repetition ads on customer buying behavior.

9. Conclusion and Future Recommendations

Emotional ads have positive impact on customer buying behavior in mobile sector of Pakistan, as the hypotheses H1 accepted: online ads have positive impact on customer buying behavior and H2 is accepted: repetition of ads have positive impact on customer buying behavior and H3 is accepted in telecom sector of Pakistan.

This study suggests that peoples feel happy to see ads in emotional way or with emotional touch in telecom sector of Pakistan. This study suggests that emotions can lead positive buying behavior towards a product, other than non emotional touch.

This study has found that online advertising can also enhance and positive influence on customer buying behavior of mobile sector of Pakistan. So it is very vital for advertiser and marketing managers to pay attention upon this online ads direction in order to get positive response towards their brands.

It has found in this study that repetition of ads can create positive and significant impact on customer buying behavior in mobile sector of Pakistan. Now the marketers and advertiser can learn that repeated exposure of ads can enhance and lead product acceptance by the targeted customers. Today due to many reasons like competition and alternative product option for purchaser, it has become very necessary to get customer attention by ads repetition towards buying behavior of customer.

10. Limitations of study

This study is limited to mobile sector only, the future researchers can look into different sectors.. This study was limited to twin city of Pakistan; in future the researches can get better and different results. The data was collected from students of different universities of Rawalpindi and Islamabad, in future for better results by the researches can get data from general public and from other organizations and companies. The data was collected in very limited time frame in future the result can be different by taking more time on data collection. In this study convenient sampling technique is used due to parsimony, the findings can be different in future by using other sampling technique.

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