

## **Effects on Buying Behavior by Television Advertisement on Customer Psyche**

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### **ABSTRACT**

Now-a-daysthere is no necessity to visit some store or shopping precinct as people are able to get plenty of information about the features of new or prevailing product through TV commercial.TV advertising has been the medium mainly for covering consumer products in a wide range, It plays an imperative role in changing the buyer conduct, has shown manifold increase and great impact on the consumer's psyche in recent past. The study aims at investigating the impact of advertising on consumer's psyche, how this consumer's psyche effects purchase intention. Advertisers and television channels bring information to themasses; can be beneficial for the manufactured goods; depending on how the target spectators perceive them. Nonsensical soap operas not only produced on Television, but also hordes of profit-making advertisements provided us that forcescustomer's to buy unnecessarily one or another product.Although the research on customer's behaviour towards advertisements has been reported very smallfrom Asian perspective and is known widely held from the western countries,.We attempt to analyze the Indian perspective of customer's attitude towards television commercials in the present researchon the basis of a survey of 494 respondents (192 males and 302 females). The outcome obtained indicate the approach of customers towards advertisements

and their effect on purchasing behavior was established undoubtedly correlated to demographic variables including gender, age and education.

**Keywords:** Advertising, Businesses, Creative, Dream, Effectiveness, Imaginary, Impact, Persuasive.

## INTRODUCTION :

Advertising is never an unfamiliar concept in the society and its existence could be retraced from the very beginning in the recorded documents and history. Archaeologists in the republics around the Mediterranean Sea have discovered signs and marks that publicized lots of events and proposals. Papyrus, rock and wall commercial portraits and pictures, town shout outs had been the early advertising forms. With innovation and transformation, advertising has gone through several changes. In the era of economy that is consumer-oriented, advertising has turned out to be an essential means of promoting products. It does not matter what is the size of the financial plan to be used for the promotions, if advertising gains communities' attention well then only it can be succeeded. In today's costly and cluttered advertising environment proper contents and messages on products are vital. An imaginary world created by advertising where all dream desires come true. Unfortunately, spectators see this advertising world as factual and are attracted to purchase products in anticipation of totally changing their live and lifestyle. Pompous of this human madness or failure, we can understand that advertisers are in intense contest with everyone to make their advertisements more contemporary, creative and striking. Advertising is a noteworthy business tool to drive sales. In broad-spectrum, marketers work on advertising to achieve their decisive goals, such as increasing consumer's loyalty, mounting profits, and creating an organizational brand representation. In order to keep hold of consumers, industry persons need to know the interests of clients, especially the culture of consumption and psycho-social aspects, which can be altered any time. The invention of television in the 1950's vividly expanded the ground for advertising. In 1980's with the beginning of cable TV, there were special channels exclusively for advertising. The birth of television advertising dates back when a market researcher inserted the words 'Eat Popcorn' and 'Drink Coca-Cola' in a nonsensical soap opera. The words appeared for a single frame, allegedly long enough for the subconscious mind to pick up, but too short for the viewer to be aware of it. The ads supposedly created 18.1 per cent increase in Coke sales and 57.8 per cent increase in popcorn sales. These results turned out to be a hoax but more current experiments have shown that television advertising actually can affect behaviour in small ways.

From the above narrative, the researcher can communicate to several questions through this research:

1. How is the effect on sales through TV Ads?
2. What is the impact of customer psychology through TV Ads?
3. What is the impact in shopping in respect to customer trustworthiness?

The principle of this research is to evaluate the consumer based on impact of sales through Television advertising and aspects of customer psychology with its effect on shopping.

## REVIEW OF LITERATURE

**a. Quality Of Service**

The influence of global preference reflects the relative importance of advertising factors that persuade consumers' purchase intention. A TVadvertisement about the product is a more global priority. The advertising message is reflected as a significant factor in advertising process. It is the idea, thought, image, attitude and other information that the advertiser wants to deliver and express to the targeted audience. In what way an advertising message is conveyed is very important in evaluating the efficiency. A perfect advertising ought to have better command, knowledge and should appeal the customers by holding their interests, invoking desires to possess the product or service and bring about the actions. The efficiency of an advertising hinges on its visual contents and the advertisers should pinpoint their appeal, idea, theme, idea and exclusive marketing scheme. Effortless access to any product allows consumers to easily buy when needed. So it is more attractive. The second big factor is the affecting appeal like guilt and fear, etc., given away in certain ads.

This appeal denotes the approach and methodology employed by the advertisers to draw the attention of the customer and influence their emotions and feelings towards the goods, services and ideas. With the application of various varieties of appeals, advertising tries to influence and persuade. The non-verbal and visual components in advertising play a leading role in enticing the customers. Many advertisements applies less written information and principally emphasis on the visual components to deliver the message. Unenthusiastic emotional appeal is not always negative, but it makes advertising more interesting and customers are more attracted to the advertisement and try to use the product at least once. The role of customer decision-making after purchase is clear in accordance to perceived value. The results show these are instantaneous example of customer satisfaction and redemption intent. It also directly and indirectly affects WOM through customer satisfaction and purchase intent. The analysis determined trade relationship between the price and the quality of services.

**b. Effectiveness of an advertisement**

Elements in the advertisements not only deliver the information, it also strengthens and underlines the advertising titles and rights. Audiences every so often develop images created on some pictorial representation and illustrations portrayed in advertisements that escalates instant recall value. It provides better connectivity and reliance between the customers and the advertiser that consequently augments the product value. Meanwhile the advertisers anticipate to build a positive outlook on the product that will simultaneously lead to positive views in the consumer's mind, a distinctive visual aspect is necessary to enhance the perception and approval of the customer about the goods thus advertised.

Appearance of more celebrities shows a positive association and there would be greater willingness to buy through TV advertising. This indicate that customers are more enthusiastic to purchase if a famous person is involved in the product publicity, and not as much willing to respond if a famous person appears in a television advertisement. Youngsters are more provoked to purchase if the personality has a good connection with the product and is not interested only in the celebrity or advertising shown as a role model for the product. This means that youngsters are more likely to purchase the product if the communication seems to be trustworthy.

If celebrities endorse many brands then customers who have strong connection with these celebrities take it negatively and this affects their purchase intent. And in times of their weak relationship, their purchase objective increases with numerous endorsements. Women consumers believe that television advertising increased the frequency of purchases, while no substantial difference was found between rural and urban residents. Women consumers believe that they are not purchasing a product if they do not need it, while men customers sometimes buy without any need as well. Television advertising dominates the buying decisions of households as they collectively make purchasing decisions through advertisements.

### **Informativeness**

Advertising is the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. Every piece of advertising attempts to turn the attention of the readers or the listeners or the viewer's towards a product. The most widely accepted definition of advertising is the one which is given by the American Marketing Association, according to which advertising is "any paid form of non-personal presentation and promotion of goods, services and ideas by an identified sponsors" ( Kazmi and Batra, 2008). Informativeness provides the user with useful and essential information. Informativeness is frequently involved by the customers with a more lively consideration of products interests among them. In contrast, less engagement is associated with less relevance of the information or interest in the product. TV ads are more compelling if the message is informative about a product that customer rarely use. Erdem found that consumers show more searching signs for product information and get more information through unconditional interaction.

### **c. Purchase intention**

Individuals watching commercials required to like them to be influenced. Likeability is linked to numerous factors in certain advertisements like relevance, stimulation, positive impact, situational dynamism, sex appeal, originality, ambience, stereo typicality, realism and quality. This factorial range is quite extensive however it remains as a vital context of this research. There are many factors that too influence consumers when they buy products and in the decision to buy them. Now it depends on the effectiveness, affinity and compatibility of the product. Well, the results show good and positive advertising results and affiliation to the brand.

The annexes of both the number of endorsements and contents influences consumer buying behavior and hence their purchase intention increases (6). Liu et al. (2007) point out that the attractiveness of a celebrity also plays an important role in the purchase intent for a product (10). Kahle and Homer (1985) found that attractive celebrities can drastically change consumer attitudes and buying intentions (11).

### **d. Customer Satisfaction**

Everyone in the society has a customer individuality and they possess particular association with the products they consume. Nevertheless, consumption necessarily not be connected with buying of merchandises for satisfaction alone. Consumer satisfaction is expected from the attention of the television advertising ad, the interest in the purchase, the desire to purchase, the purchase action and

the product purchased. Satisfaction is an indicator of performance which has positive and direct impact to loyalty of the brand . Customers with different levels of perception have different satisfaction levels (12). The intervening effect of customer satisfaction lies on reliability of product which has the positive relationship and effect (13).

## **RESEARCH METHODOLOGY**

This research deliberates the methodological procedures and design to be employed. Further, this research describes the data collection and sampling procedures and focuses on the sample characteristics and the sample size. The hypotheses developed in this research were tested with the help of a field experiment using advertisements based on social, personal and utility related subjects. Subjects, after being presented with the advertisements, were asked to provide their reactions to various dependent variables. Their responses on the dependent measures were used in testing the hypotheses.

Today's 'Advertising scenario' is invasive in nature. Since our life style appeared to be quite inter-linked with advertisement and media's involvement. Majority of the consumers are made up with 'Me Generation' as it regards advertising to be popular art form. With super abundance in products/services are surviving only due to giant strides which were taken with utmost efforts from ad world as it not necessarily being developed under the basis of merits and product's quality. With advertising is in the limelight all the time. This makes it an easy target for social scientists. Advertising does influence the society but at the same time mirrors the images of the society.

The quantitative study method was implemented by the author as the perspective & attitude of the correspondent is the crucial point of the phenomenon for the chosen research topic. To understand the response of the people towards the subliminal & supraliminal messages in advertising is the target as every individual perceives information differently. By this, we can determine the people who are in the same category whether they perceive the ads in the same way or not. Such category of people who lead a hasty lifestyle can be tested to judge how memorable the visual material and their opinion are more valuable& honest in terms of this, as they do not imply paying attention to advertisements in their daily life. To understand whether there is any kind of influence on viewers due to the persuasive techniques & if it were perceived in the desired way is the main goal. Questionnaire was prepared for everyone & based on their answers, additional questions were provided. The questions were very easy to answer or deceptive & did not include any additional psychological influence in them.

### **Collection of data**

A structured questionnaire was drafted along with key factors. To evaluate each factor from the response given by participant's. Five point like rt scale was used to capture the views of the respondents. To ensure the questionnaire's volatility & internal stability, Cronbach's Alpha was calculated. The active internet & social media users are taken as the sample population.

### **Data analysis and interpretation of results**

The mean, standard deviation & the frequency analysis is included in descriptive statistics which is used. With the help of SPSS, the collected data set has been statistically analysed. Indices on the

basis of corresponding indices obtained from samples are drawn randomly from the data and the inferential figures are concerned with the inference drawn from the data.

## Data analysis and interpretation

### Demographic profile

The study is on the basis of literary assessment and composition, the opinion poll questionnaire was planned to test hypothesis on the basis of individual goal of viewing television and the consumer's buying behavior. The opinion poll was completed by a range of people from different ages, different educational and work backgrounds as well. The survey was distributed reasonably both among men and women. Although, 192 male members and 302 female members are been selected through this study to analyze their purpose on watching television commercials and their attitudes towards shopping. Infect their entire details have been procured in the form of demographic profile as shown in table 1.

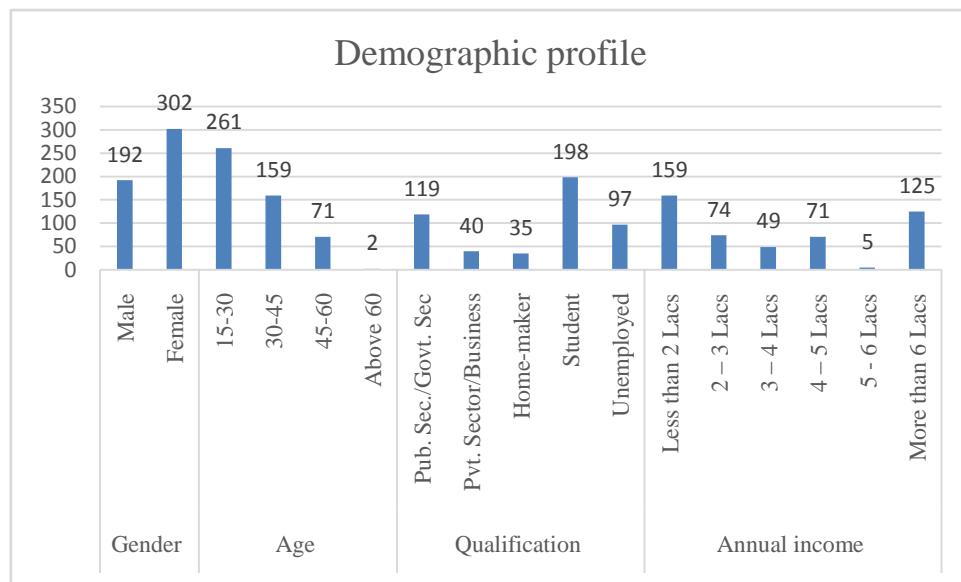
**Table 1. Demographic profile**

<b>Demographic profile</b>					
Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	192	38.4	38.9	38.9
	Female	302	60.4	61.1	100.0
	Total	494	98.8	100.0	
Age	15-30	261	52.2	52.9	52.9
	30-45	159	31.8	32.3	85.2
	45-60	71	14.2	14.4	99.6
	Above 60	2	.4	.4	100.0
	Total	493	98.6	100.0	
Qualification	Pub. Sec./Govt. Sec	119	23.8	24.3	24.3
	Pvt. Sector/Business	40	8.0	8.2	32.5
	Home-maker	35	7.0	7.2	39.7
	Student	198	39.6	40.5	80.2
	Unemployed	97	19.4	19.8	100.0
	Total	489	97.8	100.0	
Annual income	Less than 2 Lacs	159	31.8	32.9	32.9
	2 – 3 Lacs	74	14.8	15.3	48.2
	3 – 4 Lacs	49	9.8	10.1	58.4
	4 – 5 Lacs	71	14.2	14.7	73.1
	5 - 6 Lacs	5	1.0	1.0	74.1
	More than 6 Lacs	125	25.0	25.9	100.0
	Total	483	96.6	100.0	

Metaphors as per respondent's gender category from the profile in accordance to demographic, age (in years), education qualification and annual income. 302(60.4%) respondents are female remaining 192 (38.4%) of are male as per gender category and age in years was considered. Major number of participants 261 (52.2%) are 15-30 years and 30-40 years age group of respondents are 159 (31.8%). Qualification among the participants categorized that 198 (39.6%) of respondents are students followed that 119 (23.8%) of respondents are studying Pub. Sec./Govt. Sec and finally annual

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income shows 159 (31.8%) of respondents family income was Less than 2 Lacs at last More than 6 Lacs was earned by 125 (25.0%) respondents family. The chart representing demographic profile is shown in figure 1.



**Figure 1. Demographic profile of respondents**

## FINDINGS

As advertising is regarded as the major goal for certain product/ service on attracting the attention of customer as well as analyzing the advertising impact over consumer behavior which could be determined from multitudinous aspects as the psychological, emotional, cognitive and behavioral aspects playing a significant role.

The detailed analysis of television viewer intention of customer is examined in which the reliability of four different variables is measured. These variables are in accordance to customer opinion like types of channel watched by the consumers, watching television for definite breaks, watching commercials on television while viewing program and to where mostly the spending is on. These variables are predicted to calculate the television viewer intention of all the respondents as shown in table 2.

### TVwatcher intention

TV watcher intention					
Variables		Frequency	Percent	Valid Percent	Cumulative Percent
Watch television	0-2 Hrs.	378	75.6	77.3	77.3
	2-4 Hrs.	91	18.2	18.6	95.9
	4-6 Hrs.	16	3.2	3.3	99.2
	6-8 Hrs.	4	.8	.8	100.0
	Total	489	97.8	100.0	
Mostly watch	News channel	220	44.0	44.5	44.5

	Entertainment channels	191	38.2	38.7	83.2
	Sports	48	9.6	9.7	92.9
	Lifestyle	35	7.0	7.1	100.0
	Total	494	98.8	100.0	
Watch television commercials while viewing program	Mostly	159	31.8	32.4	32.4
	Often	142	28.4	29.0	61.4
	Seldom	121	24.2	24.7	86.1
	Never	68	13.6	13.9	100.0
	Total	490	98.0	100.0	
My expenditure mostly is on	Food	179	35.8	36.9	36.9
	Personal Care	119	23.8	24.5	61.4
	Apparels	135	27.0	27.8	89.3
	Electronic Gadgets	52	10.4	10.7	100.0
	Total	485	97.0	100.0	

Individual purpose of watching television commercials was considered in various criteria given in the study. Maximum 378(75.6%) number of respondents are viewing TV not more than 2 hours. 91(18.2%) respondents watching television 2-4 hrs per day. News channel watched by 220(44.0%), watching Entertainment channels are 191 (38.2%), 159(31.8%) are mostly watching television advertisements while watching serials at the same time 68(13.6%) never watch television commercials while viewing program. 179(35.8%) of viewers spending money by and large to buy food followed that 135(27.0%) spends on purchasing personal care expenditure, 135(27.0%) are spending on apparels and electronic gadgets was purchased by 52(10.4%). Likewise, individual correlation analysis is measured in respect to correlation reading to various aspects. The aspects implicated here are Psychological, Creative and Technological as shown in table 3.

**Table 3. Individual correlation analysis**

Correlations					
		Psychological Aspects	Creative Aspects	Technological Aspects	
Psychological Aspects	Pearson Correlation	1	.415**	.417**	
	Sig. (2-tailed)		.000	.000	
	N	486	486	486	
Creative Aspects	Pearson Correlation	.415**	1	.543**	
	Sig. (2-tailed)	.000		.000	
	N	486	500	500	
Technological Aspects	Pearson Correlation	.417**	.543**	1	
	Sig. (2-tailed)	.000	.000		
	N	486	500	500	

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

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Individual correlation analysis was used to find the association between 3 different aspects on Advertising in Indian Scenario. The r value on aspects of Psychology with Creative and Technological Aspects was 0.415 and 0.417 correspondingly and Creative Aspects with Technological was 0.543 which shows all factors positive significant with those variables.

The ad usefulness is predicted to ensure good ad planning and control relies deeply on measuring advertisements performance. For every campaign there are certain variables that a product manager chooses on how much to spend or whether to search for long-range target. With the change in the advertising business over the recent years, the balance has also changed. The researcher has analyzed few factors for effectiveness of an advertisement and they are listed as shown in Table 4.

**Table 4. Effectiveness of an advertisement:**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.147	.351		8.970	.000
	Personal experience matters while buying a product	-.048	.057	-.042	-.835	.404
	Opinion of family/friends matters	.070	.047	.068	1.480	.139
	Life style determines my buying behaviour	-.058	.048	-.057	-1.190	.235
	I follow trends in society while buying a product	.032	.040	.038	.803	.423
	Quality of a product matters while buying a product	-.290	.066	-.228	-4.375	.000
	Uniqueness matters while buying a product	-.038	.047	-.038	-.792	.428
	Price matters while buying a product	.040	.055	.040	.721	.471
	Offers and discount matters while buying a product	.069	.053	.069	1.300	.194
	Best value of money matters while buying a product	-.104	.065	-.093	-1.615	.107
a. Dependent Variable: A decision maker in buying the products						
R=.301; R <sup>2</sup> =.090, ANOVA: F(9,474)=5.235; sig<0.05						

R & R Square values are provided in the above given table. The simple association & the value is 0.301 is represented by R Square value which indicates a low degree of correlation. The total variance of dependent variable as innovation was indicated by the R square value and was explained for the independent variables. In this case 09%, which indicates very small number of value is correlated. Psychological aspects were not intended on making decision in buying the products.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.332	.337		9.887	.000
	Clarity	-.224	.097	-.153	-2.303	.022
	Understanding	-.205	.096	-.147	-2.127	.034
	Value of a product	.090	.091	.064	.989	.323
	Recall a value	.057	.080	.043	.715	.475
	Effectiveness	.172	.089	.124	1.923	.055
	Higher purchase intention	-.151	.063	-.130	-2.395	.017
a. Dependent Variable: Watching TV commercials while viewing program						
R=.244; R <sup>2</sup> =.060, ANOVA: F(6,483)=5.094; sig<0.05						

R & R Square values are provided in the above table. The simple correlation & the value is 0.244 is represented by the R Square value which indicates a low degree of correlation. The total variance of dependent variable as innovation was indicated by the R square value and was explained for the independent variables. In this case 06%, which indicates very small number of value is correlated. Creative aspects were not intended on watching television commercials while viewing programs.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.411	.107		13.144	.000
	Segmentation	-.059	.026	-.130	-2.259	.024
	Global Reach	-.004	.032	-.008	-.123	.902
	Niche Product Advertising	.028	.028	.063	.985	.325
	Visibility and coverage	.030	.035	.065	.845	.399
	Accessibility	-.024	.033	-.053	-.738	.461
	Better brand engagement	.019	.032	.041	.574	.566
	Measurable	-.023	.033	-.053	-.703	.483
	Rapid Result	.094	.034	.216	2.717	.007
	Effectiveness	-.076	.036	-.173	-2.097	.037
	Follow Up	-.054	.032	-.123	-1.691	.092
	After sales relationship	.002	.026	.005	.079	.937
a. Dependent Variable: I do online shopping						
R=.211; R <sup>2</sup> =.045, ANOVA: F(11,478)=2.031; sig<0.05						

R & R Square values are provided in the above table. The simple association and the value is 0.211 is represented by the R Square value which indicates a low degree of correlation. The total variance of dependent variable as innovation was indicated by the R square value and was explained for the independent variables. In this case 045%, which indicates very small number of value is correlated. Factors that changed the trends of advertising with the advent of new media technology were not intended by doing online shopping.

It is important for consumers in general to the statement of psychological, technological & creative advertising and an observation was made as there is a major dissimilarity between respondents who have participated & undecided. To this statement, it has been recorded that almost all participants have responded. Creative advertising attracts consumer more than the products & services offered through psychological, technological & creative advertising. There was no effect through the psychological, technological and creative advertising created by the businesses by that result. To the creative advertising, some had an enjoyable following and the rest undecided so there was a significant variation was observed among them as stated by a large part of the participants. Creative advertising was pleasant but its following was lower as stated by the participants. Businesses must be careful to prepare their advertisings as these two expressions have significant difference. The visual & auditory presentations of the businesses must be carefully prepare as Psychological, technological & Creative advertising generate awareness and attention to the consumers as a result the consumers who got attracted by the advertisings will definitely buy. If they want to get competition advantage, they must be careful in business as all their presentations, advertising & promotions as it is targeted to the success & gain high market share which is according to the participants. Psychological, technological & creative advertising create differences & demonstrate high quality as emphasized by most of the participants. According to the participants, businesses are still coming up for more devotion from the consumers as they become more careful towards their production & their advertising. The important part to business development is the Psychological, technological & creative advertising and there was emphasize by all participants to grow its market share. Moreover, consumers will be customer of the business & businesses will reach as per their aim. Businesses must be careful in their production & their advertising as creative advertising demonstrates more quality according to consumers in the final.

## RECOMMENDATIONS

The focus of the future research should be conducted on evaluating a larger population and expand the geographical location by including more provinces in order to find a solution to the problem statement. The exhibited behavior of different groups of population across the country will be an interesting fact. More conclusive results and definite conclusions of the advertisements are provided by the larger data set. In the factor groupings, there could be more interest. The correlations found in this study must be viewed as a separate study on its own as it is very interesting.

## CONCLUSION

From the review of previous studies and as has been shown in the current study, advertisements do dislocate normal decision making of consumer. Furthermore, the after effect generated by advertisement exposure has been found to have significant effect on overall buying behaviour of a consumer. The application of discriminated analysis has further revealed that all the predictor variables are significant determinants of the compulsive buying behaviour, which could be the reason for undesirable buying tendency shown by most of the consumers in the present era. It is pertinent to mention here that in today's circumstances most of the people get exposed to advertisements, are always susceptible to irrational buying behaviour patterns.

On the basis of this research brand managers will get help to better understand all factors which will influence customer buying intentions. As a final point, brand managers must deal with two publicity effects. On the one hand, to focus on concentration of customers, on the other hand, the growth of trade, More quickly traditional advertising makes it possible to respond.Further, some moreimportant elements of advertising factors are discussed as even their impact on consumer purchase decision. Person correlation analysis used in this research determines the relationship between three different aspects like psychological aspects, creative Aspects, technological aspects of advertising. The utility of a product and presentation of an advertisement are the major variables need for television advertising as per customer's opinions. This study confirmed that quality of service, effectiveness, informativeness, purchase intention and customer satisfaction positively control their advertising buying activity. Advertisers should pay more attention to these criteria when strategically designing successful advertisements to increase consumer purchase intentions. These variables are important predictors for consumer purchase intention.

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