

Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments

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ABSTRACT

This paper aims to highlight the impact of online and conventional advertisement on consumer buying behaviour of branded garments. Advertising had recognized itself as an important selling media and without advertisement any market cannot continue to exist. To investigate the direct and indirect relationship of independent variables online and conventional advertisement with dependent variable consumer buying behaviour structural equation modelling (SEM) is used, questionnaire was used as a quantitative data collection tool. Indirect relation of online and convention ad with consumer buying behaviour is measured through two mediators advertising characteristics and consumer attitude to find significant factors which influence consumer buying behaviour. Results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behaviour and effect the direct impact of online and conventional advertisement on consumer buying behaviour through their strong mediating effect.

This research will help companies to know not only about today's consumer mindset that what they actually want to see in advertisement but also which advertising medium is better for the promotion of their product.

Key Words: Consumer buying behaviour, Online advertisement, Conventional advertisement, Ad characteristics, Consumer attitude

INTRODUCTION

Pakistan is the fourth largest producer of cotton that's why its textile sector is considered to be the backbone of economy. Among the clothing sector firms of Pakistan which are competing to increase their profit share in the market, branded clothing has shifted the traditional clothing interest of people (Zeb. *et al.*, 2011). They are marketed through Radio, television, Magazines, Billboards, Newspaper and online media. Advertising is the most important tool of merchants for selling their goods and in this modern age market cannot even think of their existence without advertisement. Advertisements setup a market and 80% success of any industry depends on it (Kanwal, *et al.*, 2013).

When the term conventional advertisement is used it also refers to "Traditional advertising" which includes mass media, like print, radio and television. Television and radio creates revolutionary change in people way of perceiving information, entertainment and news since their invention in 1920s' and 1890s'. Print media which includes newspaper, magazines and newsletters is considered as a cheapest form of mass media communication since 1605 which is popular medium of advertising among readers and people who are interested in substantial issues (Rachana Kejriwal and Dr. Dipti Kumar Chakravorty, 2014) ye ok ha. Rise of media and communication channels have tremendously changed the advertisement business landscape, that is why online advertisement is the key to online marketing (Ashraf Bany Mohammed and Mohammed Alkubise, 2012).

By comparing traditional communication with online advertisement, it is easy to recognize that online advertisement is one of the type of mass communication based on traditional form of advertisement. But now it develops communication strategies of its own in correspondence with new technically based medium requirements (Gaurav Bakshi and Surender Kumar Gupta, 2013). Online advertisement is actually about delivering advertisement to internet users through e-mail, websites and ad-Supporting software etc (Gaurav Bakshi and Surender Kumar Gupta, 2013)

Advertisement characteristics like design, quality, duration or location of advertisement and content of advertisement can influence effectiveness of advertisement as these are considered important for marketers in ensuring effect of advertisement on their target customers (Ashraf Bany Mohammed and Mohammed Alkubise, 2012). With the advancement in digital technology, customer now expect more animation and moving images for paying attention (Franch, et al., 2013).

Due to increment in mass media and effectiveness of advertising, conventional mass media is getting reduced. Digital media had provided consumer knowledge and choices about marketing and advertising. Now consumers have get control over what they actually want (Dr. D.Prasanna Kumar and K. Venkateswara Raju, 2013). Consumer attitude is being influenced by factors like utility, other people opinions, previous purchase experience and loyalty (Ashraf Bany Mohammed and Mohammed Alkubise, 2012).

Purpose of this study is to identify the impact of online and conventional advertisement on consumer buying behaviour of branded garments and also to find the significant factors of both advertising medium which influence the consumer buying behaviour. Comparison of both ways of advertising will not only help consumer in finding the best way of getting information about their concerned brand but will also help companies to understand how consumer think, feel and how they are influenced by their environment, family, the reference groups and other factors which are cultural, social, personal and other psychological factors. To understand the complex behaviour of consumers marketers have to consider those factors. (A. Abdul Brosekhan and C. Muthu Velayutham, 2008).

LITERATURE REVIEW

Advertisement plays an important role in the promotion of any product and product information provided through advertisement also plays vital role in changing consumer attitude towards advertisement and their purchasing behaviour (Usman, et al., 2010). Our way of life and values are strongly influenced by mass media like TV, newspaper, radio and the internet and it has the ability to shape viewer taste and trends (Rachana Kejriwal & Dr. Dipti Kumar Chakravorty, 2014).

Organizations spend large amount of budget annually for advertising to attract their target audience. Some of organizations before they made advertising decision they did not attempt to go for in-depth research on effective advertising strategies which created difficulty for advertisers to ensure that either customer attracted to the advertising or not so that they can further persuade customer for the purchase of product or service (Uchenna Cyril Eze and Chai Har Lee, 2012).

Branded garments are marketed in Pakistan through Radio, Tv, Magazines, Billboards, Newspaper and online media. But now lot of marketing campaigns of branded garments are made through social media networking sites. Nasir, et al. (2012) researched to find the

effectiveness of traditional word of mouth and social networking sites on female buying behaviour of Pakistan towards purchase of textile garments and results shows that women of Pakistan consider word of mouth more effective than social media sites for purchase of textile garments.

Arshad, et al. (2014) through environmental and emotional responses presented in advertisement concluded that among all advertising mediums, television is the most effective medium because findings shows that customer feel good through the instant display of information, images, text shown in ad and they feel satisfied with that information rates because according to them ad told exactly what they are expecting.

Print media the most traditional mode of media includes newspaper, magazines and newsletters for transmitting information, news and entertainment items among viewer. Newspaper has been since 1605 a popular medium of advertising among readers and magazine with its colour content, eye catching themes promotes consumers' lifestyle in order to raise their interest in sustainable products and services (Rachana Kejriwal & Dr. Dipti Kumar Chakravorty, 2014). Franch, et al. (2013) researched on creativity in traditional outdoor advertising in Castellon (Spain) and Warrington (UK) shows that actual power of outdoor media is in its capacity to creatively summarize the whole idea of advertising message. As compare to other mediums like TV commercials, images from magazines or newspaper ads an outdoor advertising need: unique features, proper appearance of material, effective use of language and unique message style.

Advertisement research style is now advanced because of the influence of improved communication technology which means online ads have more influence on the buying decision of consumers (DINU, G[abriel] and DINU, L[oredana, 2012). Business advertisement world would have more interactive services, rich media tools and global reach because world wide web now gradually become a standard advertisement platform with the increase adoption of the internet (Gaurav Bakshi and Dr. Surender Kumar Gupta, 2013). Gulnara Z. Karimova (2011) stated that interactivity which is positioned as main characteristics of internet advertising is an inherent feature of any type of traditional advertising (print, radio and television).

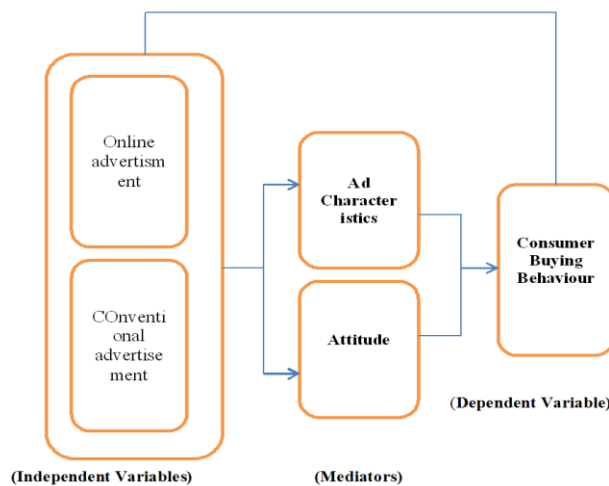
Due to dramatic increase in extent and variety of online advertisement companies would like to spend more on online advertisement than conventional (Gaurav Bakshi and Dr. Surender Kumar Gupta, 2013). Now companies widely use online advertisement for the promotion of their products and services but it is quite difficult for advertisers to make online advertisement more effective to generate positive response from customer (Khong Kok Wei, Theresa Jerome and Leong Wai Shan, 2010). This paper investigates the impact of both online and conventional advertisement on consumer buying behaviour also significant factors which influences consumer buying behaviour and point out which is the more effective medium according to consumer for the purchase of branded garments.

METHODOLOGY

Research Model

Figure 1 shows the model of research and variables which forms direct and indirect relation with each other. On the left side of this model two independent variables online and conventional advertisement are aligned which forms direct relation with dependent variable consumer buying behaviour and forms indirect relation with two variables advertising characteristics and attitude acted as mediators in this research.

Figure 1: Research Model



Description of Variables

Table 1 shows the dimensions of variables selected in this paper. Consumer buying behaviour was measured through three dimensions gender, family influence and belief which are one of the cultural, social, personal and other psychological factors (Dr. Durmaz Yakup and Dr. Sebastian Jablonsk, 2012). Online advertisement the independent variable was measured through its two features Pictures and Multimedia as features of online advertisement presents the reality and effectively relates the intended message with product or service which generates positive influence on purchase intention (Wei, et al., 2010). Conventional advertisement the other independent variable was measured through Tv, Magazines, Newspaper and billboards which are considered as an important tool in creating product awareness in consumer s’ mind (Zain-ul Abideen and Salman saleem, 2011).

Table 1. Dimensions of selected Variable

<i>Independent Variables</i>	<i>Dimensions/ Parameters</i>
Online Advertising	Pictures Multimedia
Conventional Advertising	TV AD Magazines News Paper Billboards
<i>Dependent variable</i>	<i>Dimensions/ Parameters</i>
Consumer Buying Behaviour	Gender Famliy Influence Belief
<i>Mediating variable</i>	<i>Dimensions/ Parameters</i>
Ad Characteristics	Design Duration/Location Quality Content
Attitude	Loyalty Previous Buying Experience Word of Mouth

Table 2. Descriptive Statistics

<i>Demographics</i>	<i>Items</i>	<i>No. of Respondents</i>	<i>Percentage</i>
<i>Gender</i>	Male	73	24.3
	Female	227	75.7
<i>Age</i>	15-20	115	38.3
	20-25	166	35.3
	25-30	13	4.3
	30-35	3	1.0
	35-40	3	1.0
<i>Qualification</i>	Undergraduate	176	58.7
	Graduate	78	26.0
	Post Graduate	46	15.3
<i>More Influencing Advertising Medium</i>	Internet	96	32.0
	TV	158	52.7
	Magazines	20	6.7
	News paper	9	3.0
	Billboards	17	5.7

Organizations spend large amount of budget annually for advertising to attract their target audience and To find young adults attitude towards advertising. (Uchenna Cyril Eze and Chai Har Lee, 2012). Consumer attitude is being influenced by factors which are utility, others' people opinions, previous purchase experience and loyalty (Ashraf Bany Mohammed and Mohammed Alkubise, 2012). Advertising characteristics was measured through quality, design, duration/location and content of advertisement which can influence the effectiveness of advertisement as these are considered important for marketers in ensuring effect of advertisement on their target customers (Ashraf Bany Mohammed and Mohammed Alkubise, 2012).

HYPOTHESIS

Hypothesis generated on the basis of these extracted variables from different articles were:

H1: Advertising Characteristics is positively related to consumer buying behavior of branded garments.

H2: Consumer attitude is positively related to consumer buying behavior of branded garments.

H3: Online advertisement is positively related to consumer buying behavior of branded garments.

H4: Conventional advertisement is positively related to consumer buying behavior of branded garments.

H5: the relationship between online advertisement and Consumer buying behaviour is mediated by advertising characteristics and consumer attitude.

H6: the relationship between conventional advertisement and consumer buying behaviour is

mediated by advertising characteristics and consumer attitude.

Data Set

It was quantitative research and survey was conducted personally through questionnaire based on 5 items as research questions which have been generated from prior researches.

Two types of scales was used in questionnaire nominal scale and interval scale and use 5-point interval scale ranging 1” strongly agree” to 5 “strongly disagree”. Total questionnaire 385 was distributed among different universities of Lahore like UET, King Edward Medical College and Lahore College for Women University and also among some professional and nonprofessional respondents. A total of 300 valid respondents completed the questionnaires because the remaining was uncompleted and few of them still did not responded. To check the clarity and reliability of questionnaire pilot study covering all the research components was performed. Results shows value of Cronbach Alpha 0.716 >0.7 which shows acceptable level as suggested by (Ashraf Bany Mohammed and Mohammed Alkubise, 2012

Majority of questionnaires was distributed among university students out of them 58.7 percent was undergraduate and remaining were graduate and postgraduate as shown in above table 38.3 and 35.3 percent of total sample age ranges between 15 to 20 and 20 to 25. As advertisers are more interested in attracting young audience and to find their attitude towards advertising (Uchenna Cyril Eze and Chai Har Lee, 2012). Data was collected from both male and female but only 24.3 percent male respondents provide quick response as compare to 75.7 percent female respondents. According to the survey conducted the more influencing advertising medium is TV with 52.7 percent and then is internet with 32.0 percent.

DATA ANALYSIS AND FINDINGS

A reliability test was conducted to measure the internal consistency of the scale for that all the related items was computed and the value of Cron bach’s Alpha is .871 which shows the perfect reliability of scale as its value is greater than 0.7 (Wei, et al., 2010).

SEM was conducted to examine the impact of online and conventional advertisement on consumer buying behaviour of branded garments. Test of this research were conducted through statistical software package called SPSS Analysis of Moment Structures (AMOS). Based on the figure 2 the two exogenous variables of this research are online and conventional advertisement. These variables form causal relationship with endogenous variables consumer buying behaviour , Ad characteristics and consumer attitude but note that ad characteristics and attitude both are cause and effect variables (Wei, et al., 2010).

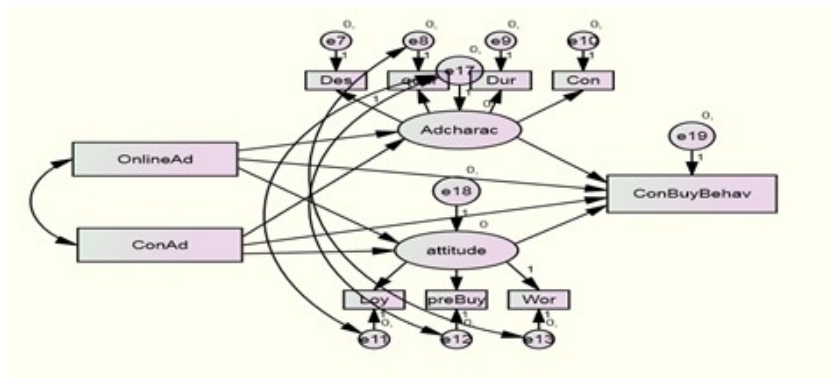


Figure 2: SEM model of online and conventional advertisement impact on consumer buying behaviour

Table 3 shows significant correlation between conventional advertisement and consumer buying behaviour which is .279. It also shows correlation between online advertisement and consumer buying behaviour which is .316. Among the dimensions of ad characteristics, attitude, loyalty and quality both holds positive correlation with consumer buying behaviour.

Table 3. Correlation

	<i>ConAd</i>	<i>Online Ad</i>	<i>ConBuy Behav</i>	<i>Loy</i>	<i>preBuy</i>	<i>Wor</i>	<i>Con</i>	<i>Dur</i>	<i>qual</i>	<i>Des</i>
ConAd	1.000									
OnlineAd	.289	1.000								
ConBuyBehav	.279	.316	1.000							
Loy	.462	.338	.460	1.00						
preBuy	.329	.337	.358	.489	1.000					
Wor	.280	.197	.207	.266	.277	1.00				
Con	.219	.208	.277	.326	.365	.190	1.00			
Dur	.112	.164	.219	.388	.314	.239	.388	1.00		
Qual	.350	.397	.412	.486	.504	.340	.436	.403	1.00	
Des	.312	.326	.284	.411	.439	.255	.437	.323	.462	1.00

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

Table 4. Direct Effect

<i>Hypothesis</i>	<i>Direct Effect</i>	<i>Estimates</i>	<i>P</i>	<i>Results</i>
H1	AdCharac- →ConBuyBehav	.383***	***	Accepted
H2	AdCharac- →ConBuyBehav	.272***	***	Accepted
H3	AdCharac- →ConBuyBehav	.019	.551	Rejected
H4	AdCharac- →ConBuyBehav	-.052	.385	Rejected

*** denotes that tests are significant at a = 0.01

Table 5. Mediation Effect

<i>Hypothesis</i>	<i>Description</i>	<i>Estimates</i>	<i>BCCI</i>	
			<i>Lower</i>	<i>Upper</i>
H5	Total indirect effect of online ad on Con buy Behav	.235***	.112	.392
	Total direct effect of online ad on Con buy	.019	-.140	.163
	Total effect of online ad on Con Buy Behave	.254	.137	.357
H6	Total indirect effect of Con Ad on Con Buy	.266***	.137	.440
	Total direct effect of Con Ad on Con Buy	-.052	-.211	.09
	Total effect of Con Ad on Con Buy Behave	.214	.087	.330

*** denotes that tests are significant at a = 0.01

Model Fitness

Evaluation of model fitness is one of the important step of SEM. In below table value of R square shows the effect of independent variables (IVS’) on dependent variable (DV) through mediators.

<i>Model</i>	<i>R-Square</i>	<i>Significance</i>
1	.944	.000

In above Table model of research represented value of R-Square which is .944 which shows that 94% of consumer buying behaviour (DV) had affected by the impact of online and conventional advertisement (IVS’) due to ad characteristics and consumer attitude (mediators). While the remaining 6% were other factors.

Fit indexes represent the average or overall fit of a model (Hooper, et al., 2008).

A recommended set of fit indexes that should be considered and interpreted while reporting the results of SEM analysis are:

Chi- Square:

The model chi-square is the most basic fit statistics and is considered in all reports of SEM analysis. According to some researchers the model chi-Square is divided by its degrees of freedom which give the value of normed chi-Square:

$$NC = \chi_M^2 / df_M$$

<i>Model</i>	<i>Chi-Square</i>	<i>Degrees of freedom</i>	<i>Normed chi-Square=chisquare/df</i>
1	63.106	26	63.106/26=2.427

According to the Hooper, et al. (2008) values of the Normed chi-square of 2.0, 3.0, or even as high as 5.0 have been considered as indicating reasonable fit. Above value of normed chi-square 2.427 shows reasonable model fitness.

RMSEA (Steiger-Lind root mean square error of approximation)

<i>Model</i>	<i>RMSEA</i>
Default model	<u>.069</u>

RMSEA fit index refers to sampling error. Hooper, et al. (2008) concluded that RMSEA <= .05 value indicates approximately close model fitness and values between .05 and 0.10 indicates reasonable error of approximation. Above value of RMSEA .069 shows reasonable error of approximation.

CFI (Comparative fit index):

<i>Model</i>	<i>CFI</i>
Default model	<u>.951</u>

CFI (Comparative fit index) is one of the fit statistics which are most widely used in SEM. Value of CFI greater than .90 indicates good fit of the model (Hooper, et al. 2008) so the value of CFI .951 indicates a good fit of the research model.

<i>Model</i>	<i>NFI</i>
Default model	.922

NFI value .922 indicates good model fitness as according to Hooper, et al. (2008) NFI value greater than .90 indicates good fit.

Direct Effect

The standardized regression weights of direct effect of independent variables (conventional and online advertisement) and mediators (ad characteristics, attitude) on dependent variable (consumer buying behaviour) are shown in table 4. Based on the results H1 and H2 are accepted as they are significant at $\alpha = 0.01$ which shows significant direct effect of ad characteristics and attitude on consumer buying behaviour with values .383 and .272 but H3 and H4 are rejected as they shows insignificant direct effect of online and conventional advertisement on consumer buying behaviour. This finding reveals that ad characteristics and consumer attitude towards advertisement have significant influence on consumer buying behaviour of branded garments.

Mediation Effect

Table 5 shows the mediating effect of mediators on the relationship of independent variables with dependent variable. H5 is accepted as the indirect effect of online ad on consumer buying behaviour is significant with value .235. Also the lower and upper bound values of BCCI(Biased Corrected Confidence Interval) ranges from .112 to .392 and the estimated effect .235(lying in between these two values) and zero does not occur between lower and upper bound then it is concluded that the indirect effect is significant (MacKinnon, et al., 2002). But the direct effect is not significant as lower and upper values are -.140 to .163 so the zero do lies between them showing insignificant direct effect. H6 is also accepted as the indirect effect of conventional advertisement on consumer buying behaviour is significant .266 with lower and upper bound values ranges from .137 to .440 showing significant indirect impact. Direct effect of conventional advertisement on consumer buying is also insignificant. Acceptance of hypothesis H5 and H6 shows that the relationship of both online and conventional advertisement with consumer buying behaviour is only significant through mediators.

CONCLUSION

Results of this research shows that there is no direct effect of online and conventional advertisement on consumer buying behaviour of branded garments, but there is a significant indirect effect of both advertising mediums on consumer buying behaviour because of advertising characteristics and consumer attitude which are mediators and holds a great mediating effect. Both ad characteristics and attitude have significant direct relation with consumer buying behaviour. Statistical analysis of consumer attitude shows that among three dimensions(loyalty, previous buying experience and word of mouth) of attitude, loyalty and previous buying experience of consumer are significant factor which effect consumer buying behaviour. Advertisers had their largest profits from knowledge of previous purchases of consumer and also the loyalty of consumer to any product plays another important role in leading consumer attitude to purchase of that product (Ashraf Bany Mohammed and Mohammed Alkubise, 2012). This shows that loyalty of consumer with brand and every experience of consumer should be taken seriously. Findings of ad characteristics effect on consumer buying behaviour shows that quality, design and content of advertisement are

significant factors. Although according to some previous studies duration/location and content of advertisement are an important factor. But results of this research reveals that advertisement should be design carefully along with informative content and with good quality.

Finally on the basis of all findings by comparing the indirect effect of both online and conventional advertising it is concluded that conventional advertisement have more significant impact through ad characteristics and consumer attitude on consumer buying behaviour. Reason of less significant impact of online ad on consumer purchase behaviour is the lack of trust and lack of industry s' involvement in online media. There are hundreds of advertising agencies but only few of them actively manages and control online media. These findings will help advertisers of branded garments to understand what matters more to consumer about advertisement and to which medium they invest more for the promotion of their product.

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