

## IMPACT OF ADVERTISEMENT ON CONSUMER CHOICE: A CASE OF SME AND CONSUMERS

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### Abstract

With some examples of advertisements we have print ads, radio and television commercials, infomercials, advertorials, and billboards and kiosks--both of which may be stagnant or interactive. All these communication means are very expensive for corporates. When a company faces a crisis, advertising is usually the first item that is cut from budgets in order to face that economic crisis. However we have to recognize the fact that advertising is the most accurate instrument in terms of carrying, evaluating a product. In this context and with the help of technology nowadays the product is presented in an aspect that stimulate and can only arouse the interest and attention of the audience to which it is addressed. The aim of this articles, is to highlight the impact of advertising on consumer choice with like case study, “LULU Hypermarket, The Avenue and Muscat Grand Mall” established in Al Ghubra, near to the area of Al khuwair and Bausher. SPSS was used to analysis the data, correlation analysis was used to know the relationship between LULU Hyper Market, Muscat Grand Mall and The Avenue’s advertisement and consumer exposure towards purchasing behavior. The result shows that there is a positive relationship between them and it is statistically significant.

**Key words:** Advertising; Advertisement, Consumer Behavior, Commercials, Lulu Hyper Market (LULU), The Avenue (The Ave.), Muscat Grand Mall (MGM)

## INTRODUCTION

Prior ads were only about a communication and information on a product or a service, but nowadays in addition to that advertising has to build brand image, shape brand loyalty and above all convince people to buy the product (Mukesh Trehan et Ranju Trejan, 2009). Like the previous author, (C.L. Tyagi and Arun Kumar, 2004) make a difference between middle age advertising and modern advertising. So we notice that ancient commercials were about posters, brochures and less expensive. Nowadays, commercial communication is about marketing mix, promotion mix, advertising budget as well, with consumer as the center of all interests. This shows how strategic and expensive is advertising today for a company. Thus change consumer idea about a product and guide their choice is one of the huge challenge in competition between companies this decade and the coming decades. The existence of advertising is one of the major open problems in economics. It presents difficulties in traditional economic models because it means to change the decisions of consumers. Various studies and researches have been conducted on this topic in order to well understand what is really advertising. Advertising itself is a huge communication means, now when an image and message are added, it becomes more persuasive than it was. For (Arthur Asa Berger, 2011) it is a powerful commercial tool that may shape people's mind and behavior that's why, it is used for a number of purposes by industrial giants, non-profit organization and the smallest retail establishment. (Manendra Mohan, 1989) it is about circulation or diffusion of information touching an idea, a service or a product.

There is not a single generally accepted definition of advertising. Instead, there are several ways to define it. From general manner, advertising is mass media content intended to persuade audiences of readers, viewers or listeners to take action on products, services and ideas. (Mukesh Trehan et Ranju Trejan, 2009) today advertising is unavoidable for marketing policy success. (J. Thomas Russel and W. Ronald Lane, 2001) define it as a marketing communication tool used to convey information about products, services or ideas to a target audience. (C.L. Tyagi and Arun Kumar, 2004) highlight the importance of advertising through 3 points which are first achieving marketing objectives of a company for a certain period, then advantages of advertising in politics where statesmen like and enjoy using this communication mean, specially nowadays to address their audience. The last point is influence on economic growth. This means that here; all participants in economic system like for instance producers and working class are aware of government policies and plans for the economy through newspapers, television and radio.

Many authors have researched about the relationship between advertising and consumer choice so, the remaining question for them like for us in this study is to know how advertising influence consumer in decision making can? Regarding different definitions about advertising, different points of view about its relationship with consumer and with the point of view of different scholars about consumer choice, with our analysis concerning this topic, we will try to find out motivations of that choice. Findings, conclusion, and recommendations will be based upon the results. However, these results might be useful for LULU, Muscat Grand Mall and The Avenue supermarket as company to improve its commercial communication in order to make its products more attractive and successful than they are now.

## LITERATURE REVIEW

Watching how fast the eyes of consumers change from a brand to another, their needs from a product to another, communication through advertising appears like an easy, simple and large way to keep the market in touch with company offers. For this purpose, for (Michael J. Phillips, 1997) advertising create a direct link between consumer needs and corporate offers. Most of the time, no one is aware about latest version or latest item on the market, even how to use a good or

where to find it. All information related to such cases is in basic consumer's requirements and usually belong to marketing plan. We can see here the value and impact of advertising are immeasurable, and the long term can produce positive results as negative. Now everything will depends on how the market will accept, appreciate and behave with what is offered to him. The success of business policy in such a way is the result of good marketing and especially good communication that took into account all aspects of the relationship between the company and the market. The results of an advertising cannot be seen once a product is on the market for all goods just because, for some of them, the target market need a little bit more time to become familiar with this or these new ones, check by himself and get is own idea about that. (Manendra Mohan, 1989) advertising is easily used to communicate about a new product. However, he mentions that because of that commercial communication, expenses made about R&D of that new product can be covered through its sales. Moreover he points out the fact that with advertising we can't be sure with the success of all new products. Finally, no matter researches, analysis, study made about advertising, the final decision remains to consumer.

(Manendra Mohan, 1989) the explicit function of advertising is to make the probable market aware of the reality or presence of the product in the market place. Making an advertising message believable is not easy; though often it is sufficient to make the consumer curious enough to try the product. Such curiosity is often referred to as interested disbelief.

(Manendra Mohan, 1989) advertising exposure is less expensive than some other marketing tool such as personal selling. Here instead of going from one door to another one for explaining and presenting your products, with only one commercial communication, a large audience is aware of your offer. However advertising and personal selling are complementary. (Arch G. Woodside, 1996) exposure occurs every time when people face a commercial image in a magazine or in a newspaper. In this situation if she reads or doesn't read the message which accompanies that image, it has low impact on the advertising campaign because the same image itself has already had a big influence on that person. (Christopher J. Ferguson et al, 2012) exposure to a media such as television can't be enough for causing weight gain problem.

"The relationship between a customer and a firm exists because of mutual expectations built on trust, good faith, and fair dealing in their interaction" (O.C.Ferrell, 2004). That relationship about company and consumer in the market place, follow a simple process that allow each one to well understand other through require information from consumer side and market analysis from company side by using repetitively for a company same images for different advertising campaign, it can lead these campaigns to failure and above all give a wrong understanding of the message of the product that the company wants the market to take into consideration (Anne M. Cronin, 2000). So regarding that, advertising allow us to well understand the deep relationship between consumer, company, brand and company's offers or products (Danielle Jackson, (undated)). In that relationship, company might benefit more such a way that she becomes well and better know from public and establish a kind of partnership with his target audience (C. B. Bhattacharya & Sankar Sen, 2003). Advertising as communication tool for a company is one of the strongest means which may directly influence the market (Xiaoli Nan and Ronald J. Faber, 2004). Advertising can change product image (Max Sutherland, 2008).

(Max Sutherland, 2008) in his analysis highlights the fact that image in advertising create in our mind as consumer a gradual shifts with particular attributes we can have as look on brand. So with repetition process he explains that we can easily notice the difference between two challenging brands, two companies. With commercial communication, one of the most important aspects is the message. Concerning that, for (Roxanne Hovland and Joyce M. Wolburg, 2010)

the aim of the message in this domain is about information, persuasion and build a strong relationship with the market. (Robert E. Smith and Xiaojing Yang, 2004) in their reflection highlight the point that creativity which most of time comes from human mind is a key asset of advertising, a significant value to its success.

### RESEARCH DESIGN

This study tries to highlight the impact of advertising made by LULU, The Ave and MGM markets establish in Al Ghubra, and very close to Al khuwair and Bausher Muscat on consumer choice. These consumers are mainly inhabitants of Al Ghubra, Al khuwair and Bausher and other nearest cities in Muscat. In order to have a clear influence of these shopping mall's advertising, the study employed a descriptive research type which involves quantitative approach of data analysis.

### Hypothesis

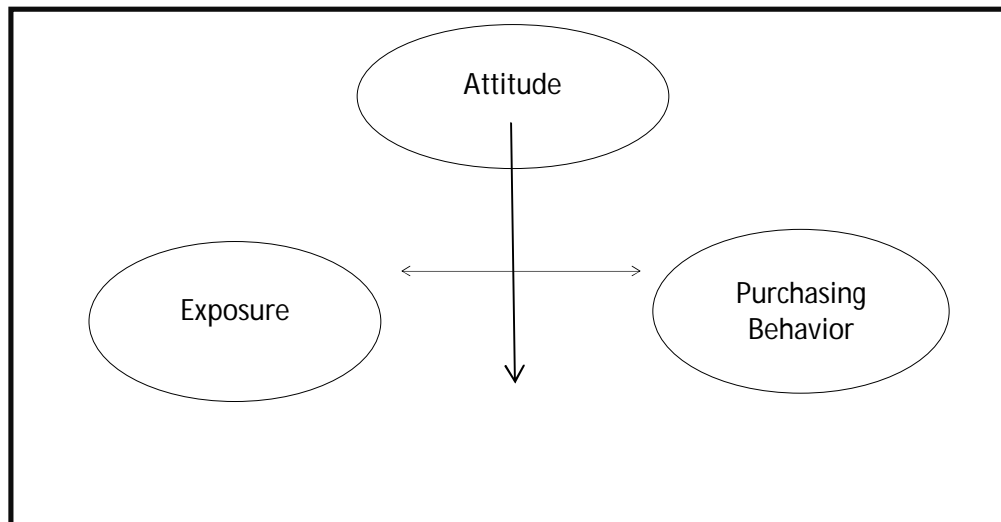
So in our study, it is important to assess the level of factors such advertising exposure, consumer attitude and consumer purchasing behavior in order understand the impact of LULU, The Ave. and MGM's advertising on consumer choice. Our hypothesis are formulated as follows:

$H_0^1$  There is no significant relationship between advertising exposure and consumer purchasing behavior.

$H_0^2$  There is no significant relationship between consumer attitude and consumer purchasing behavior.

$H_0^3$  There is no significant correlation between advertising exposure and consumer attitude.

### Research Model



### RESEARCH APPROACH

A descriptive approach with main characteristic quantitative approach because the aim of this study, is to highlight the impact of advertising made by these supermarkets/Malls-LULU Hypermarket, Muscat Grand Mall and The Avenue establish in Al Ghubra, Al khuwair and Bausher Muscat on consumer choice, these consumers are mainly residents in these three specific areas. Now the questionnaire itself is divided into 3 sub group, the first subgroup includes 6 questions which measure exposure to LULU, The. Ave and MGM's advertising. The second sub group includes 8 questions which measure consumer attitude besides LULU, The

Ave, MGM's advertising. The last sub group includes a set of 6 questions measure consumer purchasing behavior, after having a look on these super mall's stores and items advertising. For the study, 3000 respondents were randomly select including male and female for a sample size of 159 for administering the questionnaire.

## RESULT AND DISCUSSION

### Analysis and Results

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	87	59,2	59,2	59,2
female	60	40,8	40,8	100,0
Total	147	100,0	100,0	

The percentage of male is more in this sample than female, the male consumers are 87 (59.2%) while the female consumers are 60 (40.8%).

#### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 20 years	19	12,9	12,9	12,9
20-29 years	95	64,6	64,6	77,6
30-39 years	26	17,7	17,7	95,2
40 and more	7	4,8	4,8	100,0
Total	147	100,0	100,0	

Consumers within the age bracket of 20-29 has the highest frequency, they are 95 (64.6%), followed by 30-39 years, 26 (17.7%), age less than 20 years are 19 (12.9) and 40 year of age and more are the least of the sample which is 7(4.8%).

#### Frequency of shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid once a day	100	68,0	68,0	68,0
twice a day	26	17,7	17,7	85,7
thrice a day	12	8,2	8,2	93,9
more than three times a day	9	6,1	6,1	100,0
Total	147	100,0	100,0	

Consumers who shop once a day are more 100 (68%), while those who shop twice a day are 26 (17.7%), and consumer who shop thrice a day are 12 (8.2%) and those who shop more than

thrice a day are 9 (6.1%). This means that LULU, The Ave, MGM's advertising needs to be reinforced so as to attract consumers, so that they can have a need to always come back.

#### Reason for shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
affordable	28	19,0	19,0	19,0
convenient and suitable	52	35,4	35,4	54,4
monopoly position	53	36,1	36,1	90,5
preference	14	9,5	9,5	100,0
Total	147	100,0	100,0	

The reasons behind consumers shopping in LULU, The Ave, and MGM are more to the fact that these are the only super mall/ markets those are close to their residence. For monopoly reason has 53 (36.1%) while convenience and suitability reason is 52 (35.4%) followed by being affordable which is 28 (19%) and their least reason is preference 14 (9.5%). Meaning they truly will prefer other markets if there were alternatives. The reliability for the research instrument used ranged between .8 and .9, it is reliable according to nominally (1967) a research instrument is good and reliable at .70

#### RESEARCH QUESTION

1. Is consumer exposed to LULU, The Ave and MGM's advertising regarding its communication process?

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EXP	147	1,00	5,00	2,9036	,99903
Valid N (listwise)	147				

The mean score of consumer's exposure to LULU, The Ave and MGM's adverts is 2.9, they are slightly exposed to the advert, and the individual consumer's response was far from the mean with standard deviation of .90

2. What is consumer attitude towards LULU, The Ave and MGM's advertising in Al Ghubra, Al khuwair and Bausher?

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ATT Valid (listwise)	147 N 147	1,00	5,00	2,8401	,78511

The mean score of consumer's attitude to LULU, The Ave and MGM's adverts is 2.8, they found these super mall's advertising interesting and appealing and important to them the individual and consumer's response was far from the mean with standard deviation of .78

3. What is consumer purchasing behavior towards LULU, The Ave and MGM's advertising in these three areas?

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
BEH Valid (listwise)	147 N 147	1,00	5,00	2,6667	,99867

The mean score of consumer's behavior towards LULU, The Ave and MGM's adverts is 2.6, their behavior is likely to be affected by their attitudes toward these malls advertising, by purchasing products and individual and consumer's response was far from the mean with standard deviation of .9

**HYPOTHESIS**

$H_0^1$ : There is no significant relationship between advertising exposure and consumer purchasing behavior.

$H_0^2$ : There is no significant relationship between consumer attitude and consumer purchasing behavior.

$H_0^3$ : There is no significant correlation between advertising exposure and consumer attitude.

**Correlations**

		EXP	ATT	BEH
EXP	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	147		
ATT	Pearson Correlation	,773**	1	

BEH	Sig. (2-tailed)	,000		
	N	147	147	
	Pearson	,668**	,666**	1
	Correlation			
	Sig. (2-tailed)	,000	,000	
	N	147	147	147

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

Hypothesis  $HO^1$  is rejected because there is a positive relationship between advertising exposure and consumer purchasing behavior, with significance level of  $p=0.01$  and there is a strong relationship between them 0.7

Hypothesis  $HO^2$  is also rejected because there is a positive relationship between consumer attitude and their purchasing behavior, with significant level of 0.01 and there is a moderate relationship between them with correlation of 0.6.

Hypothesis  $HO^3$  is rejected because there is a positive relationship between advertising exposure and consumer attitude, which is significant at 0.01, and there is a strong relationship between them at 0.7.

### Hypothesis Testing

$HO^1$	There is no significant relationship between advertising exposure and consumer purchasing behavior.	Rejected
$HO^2$	There is no significant relationship between consumer attitude and consumer purchasing behavior.	Rejected
$HO^3$	There is no significant correlation between advertising exposure and consumer attitude.	Rejected

### Multiple Regression Analysis

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709 <sup>a</sup>	,502	,495	,70979

a. Predictors: (Constant), ATT, EXP

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73,063	2	36,531	72,511	,000 <sup>b</sup>
	Residual	72,548	144	,504		
	Total	145,611	146			

a. Dependent Variable: BEH

b. Predictors: (Constant), ATT, EXP



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,595	,184		3,243	,001
EXP	,379	,093	,379	4,081	,000
ATT	,089	,089	,373	4,024	,000

a. Dependent Variable: BEH

The variance in the consumer purchasing behavior can be predicted by consumer exposure to LULU, The Ave. and MGM's advertisement and their attitude towards it, so exposure and attitude predict the changes in purchasing behavior by 49.4%,  $F(2, 146) = 72, 192$ ,  $p = 0.00$ . The relationship between them is significant, exposure and attitude is a strong predictor of purchasing behavior, for one encounter of exposure to LULU, The Ave and MGM's advertisement, purchasing behavior will increase by 38 OMR and for a single change in consumer attitude, the purchasing behavior will also increase by 9 OMR.

#### Factor Analysis

Variable	Items	Factor loading	Factor 2	Alpha	Det	KMO
<b>Exposure</b>	I look LULU, The Ave and MGM's advertising.	,743	,911	0.9	2,34	,895
	I pay attention to LULU, The Ave and MGM's advertising message.	,695				,000
	I spend a lot of time on LULU, The Ave and MGM's commercial communication.	,743				
	I am interested in advertis LULU, The Ave and MGM's isng.	,748				
	My feeling of preference about products in store is stimulated by LULU, The Ave and MGM's advertising.	,774				
	LULU, The Ave and MGM's advertising has an influence on me.	,808				
<b>Attitude</b>	LULU, The Ave and MGM's advertising is appealing/speaking to me.	,763	,911	0.8	2,34	,895
	LULU, The Ave and MGM's advertising is attractive to me.	,742				
	LULU, The Ave and MGM's advertising is interesting to me	,800				
	LULU, The Ave and MGM's advertising is important for me as consumer.	,676				
	LULU, The Ave and MGM's advertising provide useful information about its products.	,618				
	I dislike LULU, The Ave and MGM's	,147				

	advertising.					
	LULU, The Ave and MGM's advertising is bad.	,171				
	LULU, The Ave and MGM's advertising is annoying.	,177				
<b>Purchasing behavior</b>	I am impatient to check out products LULU, The Ave and MGM's store offers because of its advertising.	,475	,864	0.9	2,34	,895
	I intend to try one product in LULU, The Ave and MGM's stores because of its advertising.	,698				
	I plan on buying a particular product in LULU, The Ave and MGM's store because of its advertising.	,750				
	After seeing LULU, The Ave and MGM's advertising about a product, It's likely that I will buy it when it becomes available.	,738				
	Because of its advertising about a product, I consider purchasing that product.	,692				
	I can purchase a particular product in LULU, The Ave and MGM's store because of their advertising.	,765				

## DISCUSSION

### 1. Age

LULU, The Ave and MGM's consumers are more of the age bracket of 20 – 39+, so adverts should target this age group, and what would appeal to them and should focus on product that are likely to be purchased by this targeted consumers.

### 2. Frequency of purchases

Consumers that purchase from LULU, The Ave and MGM supermarket more than twice, thrice and more a day are not up to the consumer that purchase once a day, so LULU, The Ave and MGM's should increase their frequency and occurrence of their advert so that consumers should have more reasons to purchase more than a day.

### 3. Reason for purchase

Consumer reason for purchasing in LULU, The Ave and MGM's supermarket is because it is convenient for them and because it is suitable, it is closer to their residence and also because of its monopoly positions. So LULU, The Ave and MGM's competitive advantage is convenience and proximity to its consumers, which should always be considered important in their planning of location layouts.

Another reason for their purchases is because it is the only market around, so as competition increases, LULU, The Ave and MGM supermarket has a high tendencies to lose their consumers to competitors, because consumer's preference of LULU, The Ave and MGM supermarket is low, so as competition increases, LULU, The Ave and MGM should improve their customer's relationship and make their product affordable and should also be willing to offer differentiated product to retain their consumers and to have and maintain competitive advantage.

## **CONCLUSION**

In conclusion, there is a positive significant relationship between LULU, The Ave and MGM's advertisement exposure and consumer's attitude and purchasing behavior. This simply means that the more consumers are exposed to communication about products, the more will like and the more they will purchase. The monopoly position the supermarket is having now it's a huge asset for the company to get in consumer mind, stay in for long and prepare itself for potentials coming competitors which might come anytime and be anywhere. However if LULU, The Ave and MGM's advertisement decreases, it will affect consumer attitude negatively and will likely lower their purchasing intentions and might impact actual purchases as well. That communication process keeps their mind awake about items and product provided by the supermarket, it's a reminder about the store, its offers and also the brand consumers should think about first when they are in need or would like to shop a good.

## **RECOMMENDATION**

We will recommend LULU, The Ave and MGM supermarket to increase their advertising program to the reach of their consumer, considering that it has a relationship on and will influence their attitude, evaluation and opinion they hold of them, which will likely influence their purchasing behavior, and should be willing to invest in their advertising, because what consumers hear and see have a great impact on their behavior.

We will also recommend that in LULU, The Ave and MGM supermarket targeting the consumers between the age group of 20-39+, they should concentrate on how to be able to attract this group, what will truly win their attention and loyalty and where they can be reached and what time of the day and week is suitable to be able to catch their attention.

At the end, we will recommend that they improve their strategies, so as to increase their competitive advantage as we are in a highly competitive environment. Improvement of their strategies here that instead of using a general communication for all customers, it's better to use a communication process which talk to each one of consumer or each group of consumers according to his singularity.

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