

# Impact of Excessive T.V Commercials on Purchase Intention

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## Abstract

This report reconnoiters the impact of excessive television commercials on consumer's intentions to purchase. Commercialization is a persuasive way to affect the perception of consumers and influence his buying decision. The value and worth of the promoted goods, amount of influence and innovativeness in product appearance are some of the most influential factors. Both primary and secondary data are collected through a questioners form and internet, journals and literature books, respectively. Some theories also identified that TV commercials are more influencing than other modes. This report hypothesizes into H1, H2 and H3, which represents single, three and five exposures of TV commercials have significant impact on purchase intention. Research established that consumers are highly dependent on advertisements. Consumer perception of a brand can be positive or negative depends upon the appeal used in the advertisement. Organizations select an expressive way in their ad with object to influence consumers using events, family status, relationships, social get together etc. Ad companies are more established and accountable towards consumer. They are now create quality and practical ads and show the brand maturity and status.

**Keywords:** Consumer Buying Behavior, Purchase Intention, Advertisement, Regression,

## 1. Introduction

### 1.1 Background of the Study

Commercializing is a process to stimulus a particular group of people/target audience for certain innovative change. It is naturally a paid process and uses dissimilar conventional mode of communication, which usually includes Electronic, Print, mobile and Web/internet. The recent changes in the electronics and mechanical sciences have drastically changed the mode and media of commercialization to affect the target group of people in more effective manner. In the early age, it is consider as strong mean to get the intended and cogent objective by the advertisers. It evolved the different models of communication and its effects on the consumer. The effects of communication on consumer covered the following important areas;

- Who is doing advertisement,

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- For whom it is being done,
- Source of advertisement, and
- Its effect on consumer

Publicizing was offered by Egyptians, who established Papyrus for compacts messages and separator notices, bulletins, billboards or open-air commercializing utmost antiquated sort of broadcasting. Modern publicizing evolves due to development of large scale industries in the early/mid age of 20<sup>th</sup> century. After the accomplishment publicizing media, radio came into picture, which is followed by television. In the Middle of 1950s, the (Du Mont) TV Network started the decoration of giving notices. Web based ad is dominating in the current era of 21<sup>st</sup> century. Currently, publicizing has validated its influences and impact on customers' customer Perception and promoter's desires all over throughout the domain. Later in 1920, advertisement became not only basis of buying but turn out as an assistance for consumer in their community role, progress in dressing antique, improving living standard and last but not least develop taste about product/service.

## 1.2 Problem Statement

To investigate the impact of Excessive Television Commercials and its factors which directly or indirectly have effect on consumers purchase intention?

## 1.3 Background, Objectives and Significance of the Study

Relatively value and worth of the promoted good also reflects more important in customers purchase intention. Later, additional vital element is influence which might be gotten in the promotion. Innovativeness, product appearance and to certain degree over the personality authorization also. Brand character or personality authorization is too reflecting as the important component of impressive promotion. So the maximum collective approach to shape product over character formation is truly the personality authorization. Impressive and best promoting is that whatever goes to produce the trustworthy consumers, over the structure of dominant product image, durable influence and accurate personality authorization in the ad. Altogether these elements are the actual providers towards the influence of promotion on customers buying Opinion. Of course in the existence of exclusively these specific additional elements like rate and value of the good is too influence on the customers buying Opinion to particular magnitude.

Commercializing is a sort of showcasing specialized instrument expected to advise and induce potential group of persons to make some move in purchasing an item or organization. The reason for commercializing is to make attention to the item or organization being promoted and give data that will induce the purchaser to make a move and settle on purchasing choice, to buy as well as to repurchase and at last making brand-faithful clients. (Ayanwale-2005) In today's much focused market, advertisers are confronting challenges in creating viable TV plugs and in this manner they need to think past advising, teaching and encouraging the clients. As rivalry is expanding, the requirement for powerful showcasing communication is developing and advertisers are finding

better approaches to get through the messiness and produce reaction and activity from potential customers. As indicated by the study of Gallup Pakistan, spending on TV commercial expanded all through year 2009. The main 10 brands publicized on TV made up 22% of aggregate promoting offer in October 2009. The yearly TV commercial use evaluated by Gallup Pakistan and Aurora were 14.80 bn and 13.31 bn Rupees correspondingly.

Television Commercials have a stimulus influence in each individual's lives and of unrelated television of advertising. Television promoting adopts an important part. Some innovative separate can convey a data in any or combined types of movement, resonances, shading, words, stage setting and identity to specific and exhibition opinions to generally then substantial appropriated cluster of viewers. Television advertisements more repeatedly than not assume a share in one or the other offering a product strengthening the recognition the object and moreover persuading to buying the thing. Advertisements stand amongst the best measureable of the displaying technique and have been the focus of a ton of supposed in the previous ten to fifteen years. Advertisement can't basically change opinions however give subconscious message. Commercializing today is from each position all around and always specifies applying a broad outcome in the phase by phase lives of people (Kotwal-2008). Promotions create self-concepts to instigate buy choices.

Television Advertising is a key advertising tool and moreover proficient correspondence medium. The essential goal of any commercial is to empower direct sales or indirect sales by going to make big claims about product execution. Mostly firms develop request of products by influencing clients through promotions. Television publicizing uses thought getting trap, for instance, engaging and fulfilling music, verses, Jingles, amusingness and repeated messages. The impact of the promotions is more on TV than the print media or radio (Kaur -2002).

This study is directed by following intentions;

1. To decide advertisement role in marketing of consumer goods
2. To understand consumers' views and or opinions towards advertisement of consumer products.
3. To measure the extent to which advertisement influences the behavior of consumers.
4. To ascertain if a consumer good can overcome competition without advertisement.
5. To determine if advertisement increases consumer's preference of a particular product to others.

#### **1.4 Outline of the Study**

The primary and secondary data for the study is gathered using series of questions and net including journals and other magazines, respectively. Few main points were selected to check the influence of advertising on customers purchase intention.

## **1.5 Definitions**

### **1.5.1 Purchase Intention**

It is an assurance of consumer to himself with regard to purchase of specific product in his next time visit to the market. For companies, it is very important to know to increase the sale and profits to their full potential. Consequently, it has the capacity to calculate the expected holding of customers. In other way, it happens inside the consumers about the product faithfulness to buy the product/service in future and buying the same again and again whenever required. It can also be view as consumer will to get the particular brand which he already used/checked and selected based on prior assessment. Further, consumers purchase a product or acquire a service as it will satisfy his need and wants. They repeat the buying of specific product/service after concluding that it was value for the money. Therefore, ultimate choice to take or reject a product/service is based on the intention of consumer.

### **1.5.2 Excessive TV Commercials**

One of the basic source of advertising is televised the commercials. Commercials over Television is a very useful and efficient source to create product / service demand in the target market. TV commercials generate large amount of revenue to TV channels, which are mostly owned by private companies.

## **2. Literature Review**

In current era where technological changes and globalization takes place organizations have become more competitive against each other. It becomes really difficult for them to survive due to intense competition. With the increase use of technology, people become more informative about every organization's product or service. They become aware in a split of second about organizations activities which organizations do to promote and sale their products and services. Because of this, the competition between organizations becomes intense which creates challenge for one organization and opportunity for another. This is the situation when organizations decide to adopt or introduce marketing strategies to create interest of target audience/consumer towards the product/service.

To create demand of consumers, many organizations advertise their product/services. Advertising is considered as the most influential way to captivate consumer's attention. It is not only delivering information about the product/services but also entertain people. It is a persuasive way to affect the perception of consumers and make influence on their buying decision.

Zuraida & Uswatun (2001) said that influence on buyer behavior, the medium being used and decision making are the three keys factors to make an effective advertisement.

According to Shrimp (1981) an advertisement has positive influence to a brand. Blair and Rosenberg (1994), mentioned that there are many ways to measure the success of an advertisement. It is very powerful mean of obtaining the interest and demand in consumers. Organizations do advertisements in order to increase the publicity of product or service. The information consumers getting from the advertisement is about to influence the brand awareness which latterly influence the choice of consumers (Rossiter & Percy, 1997). Moreover, Keller in 1994 mentioned that advertisements build brand cognizance and as a result braces the assertiveness of consumer towards the brand and finally the purchasing decisions (Dahlen & Lange, 2005).

Dahlen in 2001 identified that brand awareness is directly proportionate with the advertisement; even it also changes the mindset of others. Due to globalization, now consumers are more educated and particular as with regard to advertisement what they will see in an advertisement (Friestad & Wright, 1994). Somewhere in 1974 Robertson and Rossiter concluded in their work that advertisement not only persuade consumer behavior but also increase demand of the product/service. Advertising through Television is the most used channel by the organizations they perceived it as the most powerful tool to attract consumers towards their brand.

As per Amna Kirmani, consumer has more value for a brand due to its repetition of advertisement. They think high quality of a product is positively associated with repetition of its commercials. Further, they see repetition as expensive and perceive that higher cost reflects high commitment towards brand quality by an organization. On the other hand, others think that too much repetition of commercials is part of excessive advertising expenditure guided consumers towards the doubt about the product and ultimately may leads them to perceive negative association between advertising repetition and perceived product quality.

The impact of repetition of advertisement on communication effectiveness is an important issue which needs to address. The recent studies suggest that there is a non-monotonic relation between advertisement repetition and its effectiveness (Vakratsas & Ambler, 1999).

It is also believed that few repetitions will increase advertisement success, on the other hand the excessive repetition have negative impact on advertisement effectiveness (Cacioppo & Petty, 1979). There are many strong proofs of this curvilinear relationship between advertisement repetition and advertisement effectiveness (Pechmann & Stewart, 1989).

However, many research shows that there is no connection between advertisement repetition and message effectiveness (Rethans, Swasy & Marks, 1986) or there are some assorted effects in case of the wavy relationship (Calder & Sternthal 1980).

Berlyne's (1970) presents two-factor theory on advertisement repetition. According to which there is a two-part process through which advertisement repetition influences message response. The

first part is called “wearin”. In this part there is a certain amount of aversion about an unfamiliar advertisement message. Initial levels of advertisement repetition increase positive responses by decreasing negative responses, advertisement effectiveness increase at lower level of repetition (Cox and Cox, 1988). The second part is called “wearout” is when where the repetition results in decrease in advertisement effectiveness (Blair & Rabuck, 1998).

Repetitive exposure of advertising message has long been considerably remaining in studies and interests of marketers. Early studies on repetitive exposure of advertising message are incorporated in advertising media model (Aaker, 1975). Following research examines that repetitive exposure have more effect on general outcome measures which includes attitudes, recall, and behavioral intention (Gorn & Goldberg, 1980).

All the more as of late, research endeavors have moved toward a thought of the fundamental procedures that make the different watched reactions to a publicizing message after various exposures. Researchers embracing the last road of request are attempting to show how the impacts of redundancy may be clarified by message-beneficiary produced subjective reaction (Belch, 1982).

Advertising is the most imperative approach to attract the client and this idea has experienced from traditional to present day. Presently, the advertisers are imaginative and they created systems to attract the clients (Belch- 2001). These strategies are developed to appeal consumer and to build a progressive brand image (Belch- 2001). Now celebrities are being used to promote products and services with object to make a great image and goodwill in market.

Now days, consumers are uncovered to different assorted brands through various advertising procedures. Purchaser behavior is an essential and complex region for advertisers as various individuals have distinctive requirements. The final goal for any organization is to satisfy consumer needs, to meet this goals organization need to develop products that satisfy customer needs. Therefore, it is really very important to have knowledge about the consumer buying behavior (Lancaster, 2005).

As per Perner (2009), consumer behavior sciences deals how consumers pick, compare, select, rely, consume and experience product/services as an individuals, groups and organizations. Marketers require understanding and must have enough knowledge about consumer buying behavior, which helps to make marketing strategies according to consumer psychology.

Zeithami (1985) said that it is not only important to assure and identify the customers need but it’s also necessary to identify the cause of why customer needs that. Effects of advertisement on the consumer behavior and their intentions to purchase are being covered in many studies.

Winter in 1973, concluded that commercials help in diverting the consumer attitudes towards the advertised brand from the perfect brand. Further, most of the changes in the attitudes of consumers

occur during the first two exposures. Additionally, it mainly impact on individuals which are not familiar with the advertised product/service and positively identified as new brands.

Ginter (1974) found in his study that quantity of advertisement is not impacting the general state of mind change or the decision of consumer. Recurrence of two different types of print ads did not affect the trust, attitude and purchase intention of the consumer were also found in the study by Mitchell and Olson (1977).

On the other hand, Ray and Sawyer (1971) found that six recurrences of soft-sell advertisements boost the intensity of purchase intention, however there was no impact in case of hard-sell advertisement. Alike results were identified by Silk and Vavra (1974), when they checked response using above two types of strategies of commercials.

Goldberg (1980) examined the of impact watching commercials again and again on the population of eight to ten years old boys by changing the commercials quantity seen in 30 minutes program. Population watched the commercials 1, 3, or 5 times. In study, some of the subjects watched the same commercial recurrently, while rest watched other commercial for the new brand every time. Researchers noted that 3 recurrences of Ad gave optimum level of brand association in the consumer perception for the product, if similar commercial did not watched each time.

As revealed before, customer purchasing form is straight extracted from the customer behavior and his approach. There are numerous factors which association to size up the behavior of any specific. The culture is main factor which affects the customer behavior and forms it. Culture is the strong of perceptions of any product in the notice of the consumers (Hye-Shin Kim, 2008). Giving to Rai (2013) here are numerous local and worldwide brands which publics identify and have solid opinion in their thoughts. These opinions are pinched in their thoughts because of their values, beliefs, lifecycle classes and surrounding environment. Customers Brand Perception has permanently remained particular so much impact and space in the script investigation of guidance of publicity through esteem to its viability (Ajzen, 2002). In 2001, Smith stated that view of user with reference to the brand is influenced by adoring or disliking of commercials based in good market approach. Again in 2006, Smith did some study and came up with result that time to time promoters decide to change or add new benefits of product in such effective manner to the fact that consumer get influenced by advertisement and thoughtfully picks the advertised object. Similarly, Allen in 1992 concludes that a very perceptive opinion is created in the consumers' mind for product after watching the promotion of it.

Here is a common viewpoint of several general people, that commercializing might be impact, unfavorable, unintentional or intentional effect on customers' Perception (Verbeke, 1992). Although the real idea of endorsing is to do thing different, creative and valuable to obtain prolonged gain of product reliability. Product and organization image building through emotive association is also very important to influence consumers. It is too arguable topic, which sort of

influence of promotion influence the views and mutual approaches of the buyer with recognition towards consumer purchase intention. (Barbarra, 1997).

## **Hypotheses**

TV ads put huge persuasive influence on the buying attitude of consumers. Normally, they do not go for the product/services which are offered or reasonable in price if this does not have value for its price.

Nevertheless, advertisement assists the companies/advertiser in defining the quality and value for the product/services to consumers.

It was identified in 2005 that the ad through television has more impact on the consumers when checked with any other mode. Further observed that emotional response creates robust relation with the buying behavior of consumer and it is generated through TV add. (Gardner, 1985). According to all above dependent and independent factors this research hypothesizes that:

**H1:** Single exposure TV commercials have significant impact on purchase intention.

**H2:** Three exposure TV commercials have significant impact on purchase intention.

**H3:** Five Exposure TV commercials have significant impact on purchase intention.

## **3. Research Methods**

### **3.1 Research Approach**

A document was created with 16 questioners with the assistance of senior researcher. These questioners which focused on data assortment of primary nature of data. The questioners were printed on paper and distributed among identified range of people with specific traits. We selected employees from both gender working in different logistical/supply chain companies. These companies are having strong logistical/supply chain department/processes in addition to exceptional other business processes. The selected employees were not only expert in logistical/supply chain processes but also possess good general business understanding. However, we picked few business students who were having very good academic information and understanding about supply chain and other business processes. The questioners were Survey paper is circulated individually by hand with soft copy request to fill the form. Once all responses received, the data is collected and positioned by systematic approach using MS Excel sheets and later forwarded to concerned authority for checking.



### 3.2 Research Design

Simple Random Sampling technique will be adopted for the collection of the primary data.

### 3.3 Sampling Design

230 respondents will be included in the research study.

### 3.4 Instrument of Data Collection

A survey form was designed with the help to senior controller of research structured on five degrees likert scale with sixteen question statements, entitled as questionnaire. Survey form was printed on the paper containing fifteen questions on it. The form was containing some necessary basic information for instance, name and demographics, contact details, working organization, and practical experience etc.

#### 3.4.1. Validity and reliability test

This is a scrutiny of the survey form developed. After applying this test, following information has been obtained.

Table 3.1

#### Case Processing Summary

		N	%
Cases	Valid	206	90.7
	Excluded <sup>a</sup>	21	9.3
	Total	227	100.0

a. Listwise deletion based on all variables in the procedure.

Table 3.1 is describing that test included all the respondents as test delivered 91% validity meaning that all the respondents have responded all the statements on the form.

Table 3.2

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.848	15

Table 3.2 describing that form contains 16 statements on it and hence, Cronbach’s Alpha is 84.8 % which is adequate for procedure meaning that form will be collecting consistent and stable responses each time.

### 3.4.2. Research Model developed

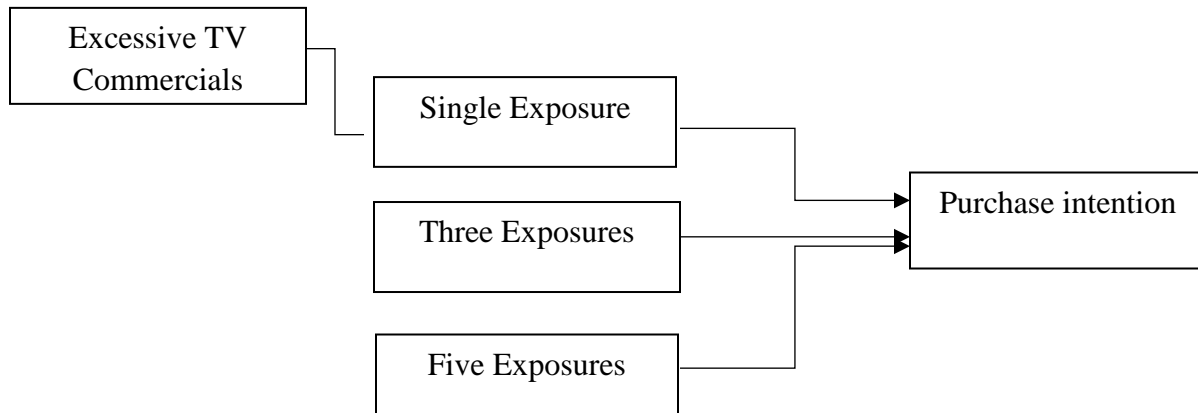


Figure 1: Research Model

### 3.5 Statistical Technique

Regression was assimilated with multiple dimensions to test the hypotheses.

### 4. Results

Table 4.1

<b>Model Summary</b>				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.629 <sup>a</sup>	.396	.388	.51684
a. Predictors: (Constant), Five_Exposure, Single_Exposure, Three_Exposure				

For the results of our study, we performed the regression to check the direct effect of the TV advertisement on the purchase intention. Value of square is 0.396, which interprets that although there is relationship but that impact is not so strong as value is much smaller than +1. From this analysis, we can also say that there is positive relationship present between the purchase intentions of the excessive TV commercials on consumers.

Table 4.2

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.564	3	12.855	48.123	.000 <sup>a</sup>
	Residual	58.766	220	.267		
	Total	97.330	223			

a. Predictors: (Constant), Five\_Exposure, Single\_Exposure, Three\_Exposure

b. Dependent Variable: Purchase\_Intention

It can be seen that significant level is  $0.000 < 0.05$ , which means that our null hypothesis will be rejected. Result concludes that there is impact on consumer purchase intention of excessive TV commercial on people.

Table 4.3

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

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	1.270	.215		5.894	.000	
	Single_Exposure	.243	.059	.253	4.131	.000	.732 1.366
	Three_Exposure	.278	.055	.311	5.055	.000	.725 1.379
	Five_Exposure	.196	.052	.229	3.740	.000	.734 1.363

a. Dependent Variable: Purchase\_Intention

Table 4.3 describing that all three changing factors have been accepted as all three have  $\text{sig} < 0.05$ . There is no multi-collinearity among the variables.

The regression equation:

$$\text{TV Commercials on PI} = 1.270 + 0.243 * \text{SE} + 0.278 * \text{TE} + 0.1.96 * \text{FE} + e$$

Where PI = Purchase Intention

SE=Single Exposure

TE=Three Exposure

FE=Five Exposure

## **5. Conclusion, Discussion, Implications, Limitations and Recommendations**

### **5.1 Conclusion**

Based on the research, it is concluded that the intention of consumer's purchase is highly effected by the TV Ads. It is the most effective medium to create the brand, its preference and value in the market. However, they might result undesirable if used inappropriately.

Depend on the audience, corporate sector care about emotive attraction and other social factors while drafting/designing to take the best result out of it. Organization working under this sector is more established and accountable for the target audience than ever before. They are working for the best interest of public at large and in the growth of product/services.

### **5.2 Discussion**

H1: Advertising Single exposure TV commercials have significant impact on purchase intention.

It is evident there is a sturdy link between these two nominal variables verified from the Chi-square Tests. The result of Pearson Chi-Square and Fisher's Exact are insignificant ( $p > 0.05$ ), which signifies that under discussed these two variables are not dependent to each other and uncorrelated. Hence, accept H1.

H2: Three exposure TV commercials have significant impact on purchase intention.

Chi-square Tests establish that there is strong relationship but the outcome Pearson Chi-Square Test is insignificant ( $p > 0.05$ ), which shows that the 2 variables are not dependent and also not correlated. Hence accept H2.

H3: Five Exposure TV commercials have significant impact on purchase intention. Apparently, consumer purchase intention is influence and they also believe that effective message is convey by their product, it increases the brand preference of existing product. Therefore, the correlation

shows strength of association, which is moderate and weak. Chi-square Tests conclude that these two dichotomous nominal variables have a statistically significant relation. Insignificant Pearson Chi-Square ( $p > 0.05$ ), which shows that the two under argument variables are not dependent to each other and both are uncorrelated. Hence, accept H3.

### 5.3 Implications

We done with the numerical analysis, but future researcher will do consumer interviews to cover qualitative prospective. It will help in drawing the better viewpoints and attitude of a buyer due to television advertisement and its impact on the buying protocols. This study is first of its nature. We took all the variables those are separately covered in the different parts of this document. This work brings new dawn in the context of Pakistan. This document bring applied insinuation for advertising and marketing expert to consider the values of consumer and society while choosing appropriate ideas for advertisement.

### 5.4 Limitations

Due to time limitation, prevalence method of study was taken. However, panel study (an observational investigate technique in which data is gathered for the same subjects frequently over a period) will be more effective.

### 5.5 Recommendations

Due to vast scope of the subject matter, the students should carry on researching this topic. They may add to this research by doing work on the other connected matter/topics those effects on consumer behavior.

Following are few recommendations to make an advertisement more consumers effective.

- Give finest updated offer for product or service.
- Keep the mode and message simple to understand.
- Do not conceal important information/message from consumer.
- Present only the original product/service and related benefits/usages.
- Always be positive in appealing and building the brand.
- Give importance to social and cultural values while making an advertisement.

- Always designed and aligned strategy of advertisement with organizational.
- Last but not least, be creative in the execution of the advertisement.

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