

Effects of TV Advertising of Cellular Companies on User's Behavior

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Abstract

The primary purpose of the advertiser is to reach consumers and influence their awareness, buying behavior and attitude. The objective of this study is to investigate that whether TV advertising of cellular companies influences the user's behavior. Data is collected from 300 male & female of Lahore, Islamabad and Gujrat through survey method and sampling technique is used for this purpose. For statistical analysis Chi-square technique used. The results indicate that there is a significant relationship between the advertisement influence & in purchasing the brand, but not much sufficient conditions & some variables for switching their mobile networks.

Keywords: TV, Advertising, Cellular Companies, Consumers, Buyers Attraction.

TV advertising has significant impact on the buying behavior of consumers. The primary purpose of the advertiser is to reach consumers and influence their awareness, buying behavior and attitude. The advertisers spend a lot of money in order to keep the individuals interested in their products. In this way they need to understand what makes the users behave the way they do. The core objective of this study is to investigate that whether TV advertising of cellular companies influences the user's behavior. The researcher concluded that Ufone ads are more attractive, influential and catchy. The results of this study clearly indicate that there is a significant relationship between the advertisement influence to change one's decision regarding telecommunication connection and in purchasing the brand. Finally the study concluded TV advertising is necessary but not much sufficient condition that influences the user's in switching their mobile networks, there are some other variables mainly responsible in brand switching.

Communication is a very important human activity that is fundamental to the success of every human institution. Over the years, telecommunication has contributed in making communication easier and faster. In Pakistan, the telecommunication industry is one of the most dynamic and well-known areas of business. Telecommunication service providers play a vital role in economic development. The telecommunication sector has made a remarkable progress across the world in the last ten years as well in Pakistan. The investors and cellular companies expect a brighter future and are paying attention and money towards the expansion of coverage area and betterment of services as well as making infrastructure improved.

Mobile Network Provider in Pakistan 2011

Presently, the main mobile network companies working in Pakistan are following.

Mobilink: Mobilink belongs to Orascom Group. It is said to be the largest network in Pakistan.

Warid: Warid telecom is joint venture of Abu Dhabi group and SingTel. Warid is the second largest network in Pakistan.

Telenor: It belongs to Norway. Telenor proves its considerable growth across the country.

Ufone: Initially it was founded by PTCL but after the privatization of PTCL, Ufone is owned by Etisalat. Ufone is also among one of the leading mobile networks.

Zong: Zong was previously called Paktel. Paktel was bought in 2008 by China Mobile, which is one of the very first cellular companies of Pakistan.

Objectives of the study

The specific objectives of the study are:

- To investigate whether the TV advertisement of cellular companies has been successful in changing user's behavior or not.
- To study the consideration in the minds of the customers while making a choice of cellular service.
- To find out if television advertisement have any effect on viewers preference.

Research Questions

This study has been designed to dig out answers to the following research questions.

- How the TV advertising by cellular companies is putting effect on user's behavior?
- Is there a significant relationship between the influence of advertisement to change one's decision regarding telecommunication connection and in purchasing the brand?
- Is there significant association (belonging) between the current service provider and the most catchy and influential advertisement of telecommunication company?

Hypotheses

- It is more likely that Ufone ads are more attractive and catchy.
- There is a significant relationship between the advertisement influence to change one's decision regarding telecommunication connection and in purchasing the brand.
- There is significant association (belonging) between the current service provider and the most catchy and influential advertisement of telecommunication company.

Literature Review

Literature review is considered as an essential element of the research work. It provides solid background for research. Gopal Kumar Agarwal (2010) conducted research and majority of the respondents have view that they choose the mobile connection because of advertisement and second majority says that suggestions by friends or relatives also plays major role in this. The advertisements were mostly watched on TV. Saumendra Das and Kusumuru Vijaya Kumar (2013) conducted a research and emphasize the effectiveness of television advertising with a particular brand of cell phone subscription. The objective of this study was to know the perception of the customers on a brand which influence in decision making. Indian telecom sector has emerged as a most dynamic and fast pace industries. In this research it has been observed that majority of the respondents give their preference on television advertisements and also mostly the brands of cellular phones are advertised on television. Hence television advertisement effectiveness worked in a positive sense to detain the attention of the customers. Therefore, while selecting a brand, advertising and branding is also an important factor.

Murtaza Khurshid (2013) in this research the researcher discussed customer's loyalty, customer's satisfaction, customer's trust, corporate image, switching barriers, service quality, price, customer services. The researcher concluded from this research that in telecom service providers of Peshawar, the customer loyalty has direct and considerable relationship with all the independent variables of the study. The results depict that positive customer's loyalty in telecom industry can be build by firstly customer's satisfaction; secondly through sales promotion and third important factor among these are value added services.

Kofi Poku & Mark K. Ampadu (2014) investigated the influence of advertisements on loyalty of customers in the Telecommunication industry. The results showed that in Ghana, MTN was mostly used network among the respondents and Vodafone has the most attractive and powerful advertisements. In advertisements, the content of the message was found the most important factor that catches the attention of the consumers. The study revealed that television was the medium mostly used for advertisements by the telecommunication service providers and the customers will become more loyal as more repeatedly they are exposed to the advertisements.

Adjin-Tettey, Theodora Dame et al (2013) in this study interrogate that majority of the respondents received most of the advertising messages of telecommunication networks through TV. The students strongly agree that the advertising influenced their decision while choosing particular mobile telecommunication network. Mostly students switch between telecommunication networks because of service quality.

M.Sathish et al (2011) in this study investigates the reasons that persuade the users in switching their mobile network and also to dig out the possibility of switching the mobile network. The researcher came to know that the most essential factor in switching the network provider was the call rates and after that value added services, network coverage and customer services have the significance. Though, the advertisements have the slightest significance. For selection of cellular service provider, maximum number of users is persuaded by their family and also by friends. Hence poor network coverage, high call charges, frequent network problems, pressure of family & friends are the most significant reasons that influences the switching behavior of consumers.

Theoretical Framework

The theories of mass communication and journalism which applies on this study are “Elaboration Likelihood Model” and “Social Learning Theory”.

The Elaboration Likelihood Model

This model of information processing known as elaboration likelihood model (ELM) was elaborated by social psychologists Richard Petty and John Cacioppo in 1981. It is a general theory of attitude change. The Elaboration Likelihood Model (Petty and Cacioppo, 1986) is among the most commonly mentioned models of persuasion, which clarifies that shaping attitudes in turn form behaviors. This model also tried to enlighten that how attitudes are created, formed, shaped and even reinforced by convincing and influential arguments. The central thought is that the “elaboration” takes place, when a person is provided any information. Hence, in this perspective the effort that is made to memorize, evaluate and accept or reject a message is known as elaboration. The grounded idea of ELM is that as attitudes become the reason of making decisions and other behaviors so the attitudes are essential.

This theory is related to the present study as the researcher want to explore the effects of TV advertising of cellular companies on user’s behavior. When the users of cell phone are exposed to mobile networks ads either there is central route of persuasion or peripheral route occurs. It can also be said that if the level of elaboration after watching the TV ad is high, then central route of persuasion is likely to occur. Here in central route the people pay more attention to the ideas and content of the message. The attitude or behavior formed as a result of this central route has long lasting and permanent effects. It also leads to decision making. Either they start using more than one connection or they switched towards another brand. However, the effects of advertisement is not only limited with the information given in the ad alone, there are also some other factors and appeals used in the ads which affect the people instead of message content. These factors may be appearance of celebrity in the ad, humorous ad, music in the ad.

Social Learning Theory

Basically learning theories tried to give details about the thinking of people and also clarify the elements that find out their behavior. Social Learning Theory (SLT) of Albert Bandura’s (1977) put forward that the people are learned and become skilled by means of observing the other people, imitating them and also by modeling them. Hence the people are learned by examining the behaviors and attitudes of other people and in return results of those behaviors. Mostly the behaviors of human are experienced and acquired knowledge of them through observing others and also copying them. Latter circumstances this implied information acts as a channel in performing activities (Bandura)”. This theory is relevant to the present study as in this study the researcher has attempted to find out the behavior of people regarding mobile networks which might be affected by the television advertising content. Humans learn by observing the actions of others. By watching others, people learn new information and behaviors. It depends that how much and what type of behaviors people learn from the advertising of mobile networks. This is modeling or observational learning. The elements affecting the mind of user’s in making choice of mobile connection may also include music, appearance of celebrity, humorous ad, props or costumes. When the people are repeatedly exposed to an advertisement, then a change in their behavior comes.

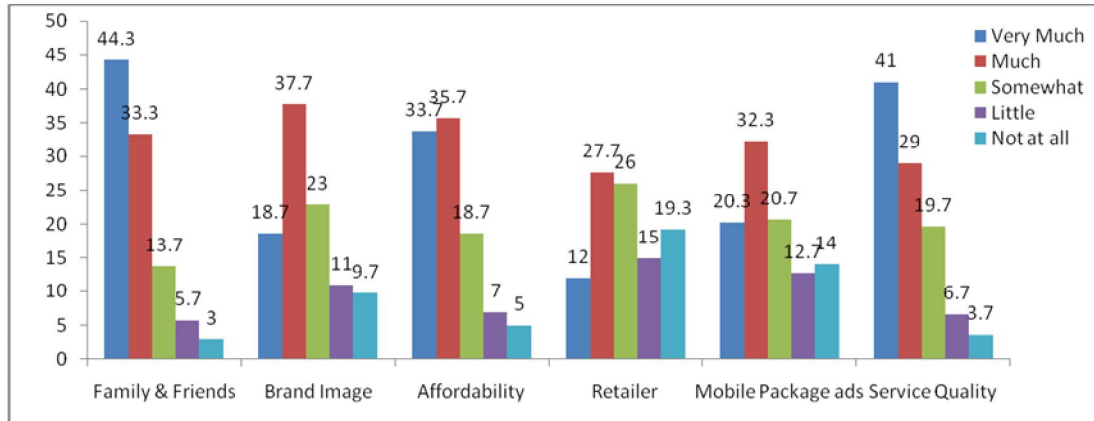
Methodology

In this research survey method is used to achieve research goal keeping in mind the research questions and hypotheses. To measure data, collected data is based on descriptive and inferential statistical tools. In this research the instrument used for data collection is questionnaire. Survey method is not only a way to ask questions from respondents but it is a complex and difficult method which needs good supervisory skill to collect data.

Sample size

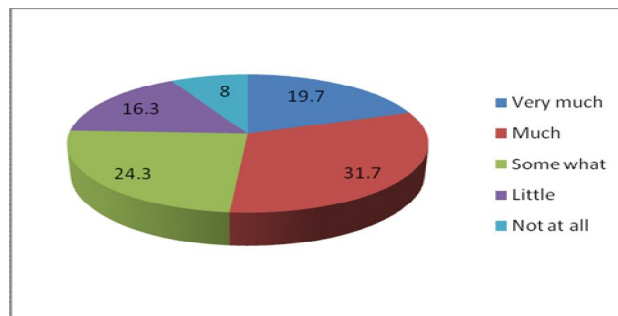
Sample size in this research is 300 individuals (100 from Lahore, 100 from Islamabad and 100 from Gujrat) and the respondents of this study are requested to complete the structured questionnaire on voluntary basis. Questionnaires are filled by 150 male and 150 female respondents.

Findings



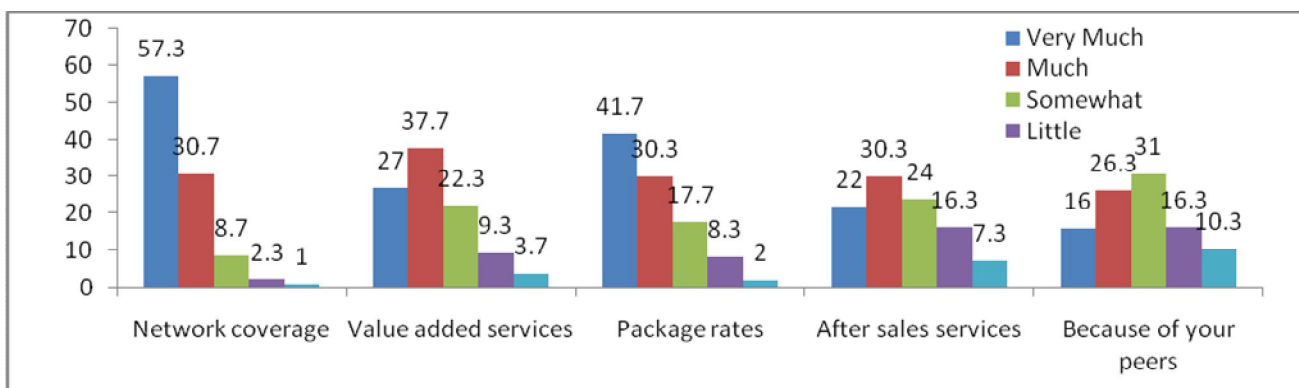
Factors Influencing to Choose Mobile Connection

Table 1 show that large number of people (44.3%) choose mobile network because of the influence of their family and friends while 41% of the respondents influenced by the service quality. Whereas 37.7% and 32.3% of the respondents are much influenced by the brand image and mobile package ads respectively. Much of the users (35.7%) also choose a specific mobile network because of their affordable and cheap rates as influencing agent.



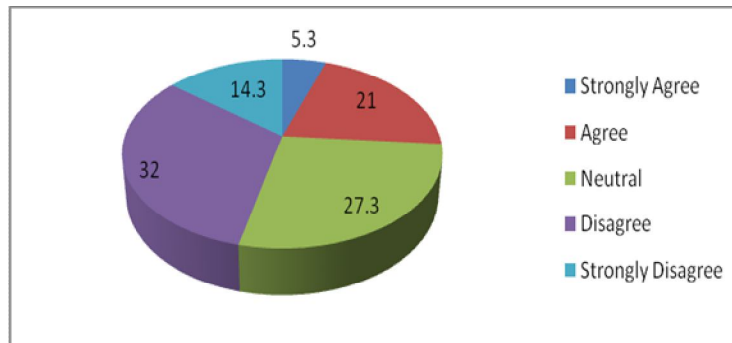
Role of Mobile Package Ads in Purchasing the Brand

Table 2 reveals that a 31.7% respondent says that advertisements of mobile package play much role in purchasing that brand. The findings further indicate that 24.3% significantly somewhat agreed with the role of mobile package ads regarding purchasing that brand, whereas 19.7% of the respondents very much agreed to this. The remaining 16.3% and 8% of the respondents said that mobile package ads effect the purchasing of that brand little and not at all respectively.



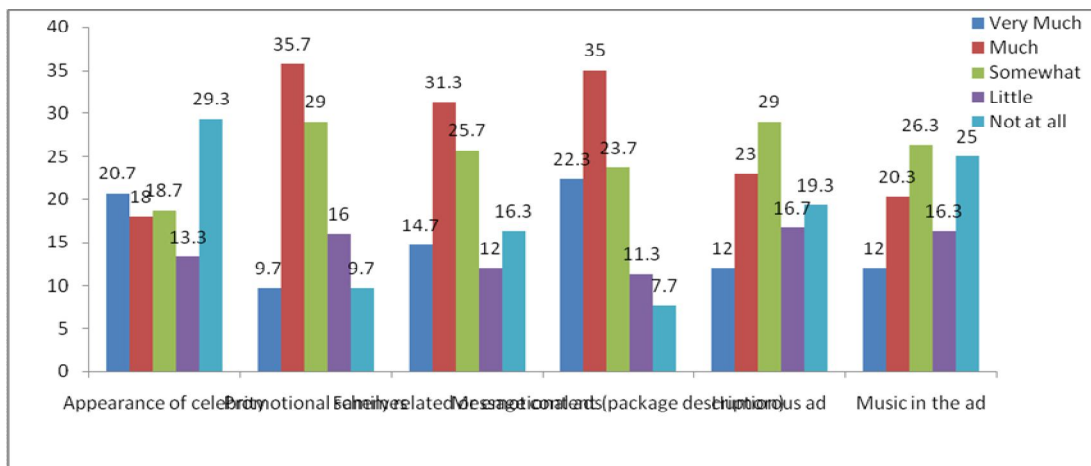
Role of Factors in Preference of your Brand

Table 3 investigates that a large number of users (57.3%) prefer to use a particular brand because of good network coverage. Whereas 41.7% of respondents are of the view that package rates is very much important factor while 37.7% respondents prefer very much brand having value added services.



Switching Brand after Viewing the Advertisement

Table 4 shows that considerable a large number of respondents (32%) disagree with this switching of brand after viewing advertisements. Followed by 27.3% of those respondents who are neutral and 21% of respondents agree to this. However, remaining 14.3% strongly disagree and only 5.3% of respondents strongly agree that they change their brand after viewing and influencing the advertisement (see figure 5.19).



Factors affecting in Making Choice of Mobile Connection

Table 5 shows that while viewing TV advertisements of cellular companies, how the different factors affect the users mind in making choice of mobile connection. Results further show that promotional schemes, message content (package description) and family related or emotional ads impact the respondents significantly. The humorous ads and music in the ads also somewhat have some impact on respondents. Whereas 29% of respondents are of the thinking that appearance of celebrity not at all affects the mind of users in making choice of mobile connection.

Conclusion

The significance of this research study is also for advertising and marketing concerns that how they can make their TV advertising more effective and efficient, so that it change the user’s behavior. The results of this study clearly indicate that there is a significant relationship between the advertisement influence to change one’s decision regarding telecommunication connection and in purchasing the brand. The researcher found that overall significant number of respondents agree that they are greatly influenced by the advertisements, in making or changing decisions regarding buying a mobile network. So this hypothesis is also accepted through this research. Therefore it is established through this research that there is significant association between the current service provider and the most catchy and influential advertisement of telecommunication company, hence the hypothesis is accepted.

In the current study, this hypothesis is partially accepted: “It is more likely that Television advertisement of mobile telecommunication networks will have a significant effect on viewer’s choice preference”. The empirical evidence indicated that the advertisements greatly influence the users in making or changing decisions regarding buying a mobile network. But on the other side the TV advertising of mobile connections plays the least significant role in switching of brands. The researcher found that there are some other variables and factors that are basically responsible for brand switching. Hence advertising is a necessary but not sufficient condition that influences switching between telecommunication networks.

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