



Research Article

The Moderating Role of Exposure to Media Communication between Advertisement and Consumer Behavior

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Abstract

The purpose of this study was to find out the effects of advertisements on consumers' behavior. This study concludes that Advertising has a strong moderating impact on the relationship between Exposure to Media and Consumer buying behavior at an individual level, Advertising has a dual impact on Consumer Buying behavior whereas Exposure to Media / Communication has a positive impact on the dependent variable. Advertising includes visual and emotional components such as types of models, interior decoration, camera and direction, music, etc. Whereas, Consumer Buying Behavior includes elements of information on pricing, quality and features, along with logic and arguments, and information about distribution outlets. All above are based on information that runs opposite to visual and emotionally appealing factors present in the variable of Advertising. The variable of Exposure to Media has a positive impact on Consumer Buying behavior due to the following reason: Exposure to Media/Communication includes elements of exposing oneself to advertisements appearing in television, magazines, newspapers, and radio, or exposure to advertising material inside shops, or on the roadside billboards, or heard from friends and family members.

Key Words

Media Advertisement, Consumer Behavior, Advertisement Dimensions

Introduction

Advertisements are messages that inform us about different things. We daily watch numerous advertisements for consumer goods, places, services, hotels, books, food, clothes etc. They provide the path to a company so that it can bring its offerings into the limelight. Advertisement is everywhere in our daily life. When we pick a newspaper we can see it there, if we tune into a radio we can hear advertisements there, if we switch on the TV we can watch the advertisement there as well. If we are on a drive, we can notice huge billboards along the roadside. Ads are not just about glitter and glamour, they carry intended messages, which directly or indirectly work as persuasive communication. Formally researchers define advertisement in different ways. A few definitions of advertisement are given below (Sadhasivam, Nithya Priya, [2015](#)).

Wright, Warner and Winter ([1971](#)) defined advertisement as, “Advertisement is controlled, identifiable persuasion by means of mass communication media”.

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However, Burnett defined advertisement in his book "Advertising" in these words, "Advertisement is a paid form of non-personal communication from an identified sponsor using the mass media aiming to persuade or influence a targeted audience."

Previous studies that prove entertainment and trendiness adversely affect and irritability positively and negative affect the number of media advertisements. The roles of media advertisements affect the purpose of raising awareness and consumer buying behaviour. Accordingly, (Kotler & Keller, 2009) Media advertisement is the primary source of communication tools. It is the major part of the Promotion Mix and is one of the essential components 4P's in the Marketing Mix. Marketing mix components include Product, Price, Place, and Promotion (Zhao, Butt, Murad, Mirza, Saleh Al-Faryan, 2022). Advertising is a means of the Promotion mix strategy that helps create product awareness in the market that eventually influences consumer purchasing decisions. In this 21st century, nobody can escape from the extensive influence of mass media. The world has become a global village. In this age, messages can be delivered through different media dimensions that consist including newspapers, magazines radio, television, mail order, direct mail, outdoor displays, and various media (Sama, 2019).

Consumers anticipate information from various media such as newspapers, magazines, brochures, and booklets as printing media, television, radio as broadcast media, billboards, kiosks, events, and sponsorship as outdoor media (Asnani, 2018). Different media's characteristics of long-term effects on consumer purchase behavior. Now a day's media advertisement is an excellent source for promoting business in the whole world. This study plans to explore the importance of various media advertisements on consumer behavior stages such as Print media, broadband media, outdoor media, etc. (Deshpande et al., 2019; Sama, 2019).

A media advertisement includes measured effort by producers to solicit the interest of consumers in their products because of its form of persuasive communication in nature (Kwak, Zinkhan, DeLorme, 2012).

Methodology

This study is conducted to find the impact of advertisements on consumer behavior. Advertisements are everywhere in our life like on television, radio, newspaper and billboards are common mediums through which advertisements reach us. Advertiser's uses these mediums to convey their message to a large number of people. We daily watch lots of advertisements for consumer goods/products / services on a different mediums. Media sell space-time to the advertiser so they can tell the audience about their products available for consumers. The intention of conducting this study was to find out the effect of advertisements on individual's behavior (Berkowitz, Allaway, D'Souza, 2001).

There are a lot of aspects of consumer behavior. But for this research, it is narrowed down only to find out the effects of advertisement on consumer behavior whether the audience receiving the transmitted message through electronic media persuades a consumer to buy their product or rebel audience decides not to buy that product. And to identify those components in the advertisement that convince the audience to buy their product and find out the quantity of the components in an effective advertisement.

There are not much research on this discipline. So to choose this topic for research is to make some contribution to this topic and provide the base for other researchers.

Main assumption of the study

- A good presentation of an advertisement persuades consumers to buy that product.
- Perception of an individual towards an advertisement that effect's his/her behavior.

Main Study

Sample

In this research students were selected as a sample. A convenient sampling technique is used in this research.

Population

The student of Kohat University will be considered as the population of the research. The results taken from the sample will be applied to the population

Questionnaire

The questionnaire consisted of advertising and exposure to media that affect consumer behavior. This questionnaire was constructed with the intention that it should be simple precise and meaningful and questions should be in proper order so that the respondents can understand it and rate it easily.

Sample Size

There are 158 respondents in the current study sample size, the total distributed questionnaires are 200 among the students of Kohat University who currently serve and study in the region of district Kohat, KP. During the collection of data about 158 questionnaires have been received.

Analysis

The research uses two methods for the analysis of results, qualitative and quantitative. Both methods have advantages and disadvantages. For this research, the quantitative method was used.

We took the median of our data in order to develop three indexes of our variables namely AC_Index, SS_Index, and CB_Index to signify Advertising Exposure to Advertising and Media, and Consumer Buying behavior respectively.

Descriptive Statistics

The following data shows the elements of descriptive statistics including minimum, maximum, mean, standard deviation, and variance.

Table 1.

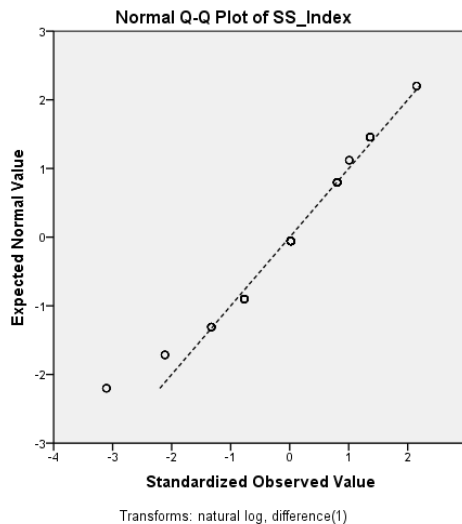
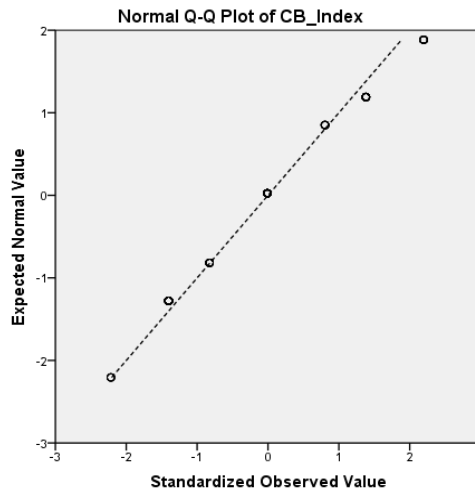
	N	Range	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
CB_Index	158	3		3	1.82	.05	.66	.43
AC_Index	158	3	1	4	1.98	.06	.75	.57
SS_Index	158	5		5	2.16	.07	.84	.71
Valid N (list wise)	158							

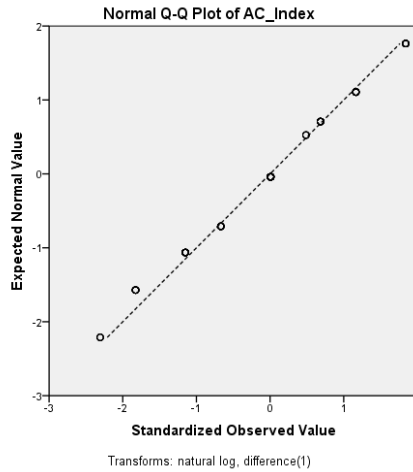
Data Normality

In order to check data normality, we tested for statistical tests of skewness and kurtosis. Also, the indexes of three main variables were taken for qq-plots to visually inspect for the normality of data. The data show that skewness as between the acceptable range of +1 and -1, while kurtosis was positive for SS_Index (Exposure to Advertising Media and Information), however, the other two variables were negative. Hence, we had to visually inspect the data in making sure about the normality of its nature, as follows:

Table 2.

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
CB_Index	.074	.193	-.440	.384
AC_Index	.394	.193	-.196	.384
SS_Index	.582	.193	1.831	.384





Correlation Coefficients

The following table shows Pearson's correlations between the three variables of our study at 5% significance level. The table below shows that there existed a negative association between Advertising and Consumer Buying behavior at a level of 30%. In addition, the other two variables exhibited a strong and positive association of 47% between Advertising and Exposure to advertising Media. However, a very weak association existed between Exposure to Advertising Media and Consumer Buying Behavior.

Table 3.

Correlations			
	CB_Index	AC_Index	SS_Index
CB_Index	1		
AC_Index	-.304**	1	
SS_Index	.009	.476**	1

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

Regression

Two types of regressions were run. First, multiple regression was performed to check the impact of Advertising and Media Exposure to Consumer Buying behavior.. Next, simple regression was done to see the impact of Media Exposure on advertising as follows.

Multiple Regression

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.350 ^a	0.123	0.111	0.61894
ANOVA^a				
	Sum of Squares	Df	Mean Square	F
Model Total	67.677	157		

a. Dependent Variable: CB_Index
 b. Predictors: (Constant), SS_Index, AC_Index

Table 4.

Coefficients ^a									
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
Constant	2.170	.157		13.790	.000	1.859	2.481		
AC_Index	-.347	.075	-.398	-4.653	.000	-.495	-.200	.773	1.294
SS_Index	.155	.067	.199	2.321	.022	.023	.286	.773	1.294

a. Dependent Variable: CB_Index

Table 5.

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson
					R Square Change	F Change	Sig. F Change	
1	.304 ^a	.092	.086	.62758	.092	15.833	.000	
2	.350 ^b	.123	.111	.61894	.030	5.385	.022	
3	.424 ^c	.180	.164	.60036	.057	10.744	.001	2.198

Table 6.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1.	Regression	6.24	1.00	6.24	15.83	.000 ^b
	Residual	61.44	156.00	0.39		
	Total	67.68	157.00			
2.	Regression	8.30	2.00	4.15	10.83	.000 ^c
	Residual	59.38	155.00	0.38		
	Total	67.68	157.00			
3.	Regression	12.17	3.00	4.06	11.26	.000 ^d
	Residual	55.51	154.00	0.36		
	Total	67.68	157.00			

Table 7.

Coefficients ^a									
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	2.34	.14		16.61	.00	2.06	2.62		
AC_Index	-.26	.07	-.30	-3.98	.00	-.40	-.13	1.00	1.000
(Constant)	2.17	.16		13.79	.00	1.86	2.48		
AC_Index	-.35	.07	-.40	-4.65	.00	-.49	-.20	.77	1.294
SS_Index	.15	.07	.20	2.32	.02	.02	.29	.77	1.294
ACxSS_Index									
(Constant)	1.32	.30		4.36	.00	.72	1.91		
AC_Index	.06	.15	.07	.45	.66	-.22	.35	.19	5.193
SS_Index	.52	.13	.67	4.04	.00	.27	.77	.19	5.147

ACxSS_Index	-16	.05	-.84	-3.28	.00	-.26	-.07	.08	12.445
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Findings

The variable of Advertising plays a moderating role in the relationship between Exposure to Media and Consumer buying Behavior with a beta value of -84% and an R-square of 16.4%. In other words, both above variables interact to negatively impact Consumer buying behavior.

Individually, the impact of Advertising on Consumer Buying Behavior is strongly negative at a beta level of -39%, although the R2 is low at 11% level. This is supported by the results from Correlation Table where a negative association exists between both above variables at a -30% level.

Individually, the impact of Exposure to Media and Communication on Consumer Buying Behavior is positive at a beta level of 19%, with the same 11% R2 level as above. However, surprisingly the Correlation Table shows a very weak association of 0.9% level between the above variables.

Discussion

Advertising has a significant impact on the relationship between Exposure to Media and Consumer Behavior. Although, Exposure to Media has a positive impact on the dependent variable, still the negative impact of Advertising is so strong that when it interacts with the Exposure to Media it negatively impacts upon the dependent variable (Chen, 2021).

Advertising has a strong negative impact on Consumer Buying Behavior because of the following reason: Advertising include visual and emotional components such as types of models, interior decoration, camera and direction, music, etc. Whereas, the Consumer Buying Behavior include elements of information on pricing, quality and features, along with logic and arguments, and information about distribution outlets. All above are based on information that runs opposite to visual and emotional appealing factors present in the variable of Advertising.

The variable of Exposure to Media has a positive impact on Consumer Buying behavior due to the following reason: Exposure to Media/Communication includes elements of exposing oneself to advertisements appearing in television, magazines, newspapers, and radio, or exposure to advertising material inside shops, or on the roadside billboards, or heard from friends and family members. This must lead to enough information as to develop a consumer preference for a certain product or service. Hence this is quite understandable to have a positive impact on consumer buying.

Conclusion

This study concludes that Advertising plays an important role in the relationship between Exposure to Media and Consumer buying behavior. This is due to a strong impact of Advertising on Consumer Buying behavior on an individual basis. On the other hand, Exposure to Media has a positive individual impact on the dependent variable. The fact that both variable have a small R-square value indicates that there are obviously other variables that are missing in this study that effect Consumer Buying behavior which is the limitation of this study.

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