

Analyzing Consumers Buying Behavior through Nestle` Television Advertisements Approach

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Abstract

This study analyzed the consumers' buying behavior in Pakistan through Nestle Pakistan's limited advertisements approach. To get a competitive advantage, most of the brands use a different approach to motivate consumers or to change the consumers' buying behavior. Nestle Pakistan is using a multidimensional approach to motivate consumers and using television advertisements to change consumers' buying behavior. Strategic approach towards advertisements by brands, and the changing consumer behavior with the advancement in medium, socio-economic factors involved, and in a cut-throat industrial environment to convene consumers by companies are increasing, hence the need for the study. A survey research design was used and a structured questionnaire was developed to investigate the issue. Multiple regression techniques were applied to test the hypotheses. The results showed that awareness of consumers about the brand; emotional content and demographic factors have a significant and positive relationship with the consumers' buying behavior. The variables for this study brand awareness, environmental response, and emotional response towards the brand are statistically significant and have a positive relationship with consumers buying behavior. Consumption patterns and buying behavior of consumers towards products or services must be considered by the advertising companies during developing advertising strategies, as this study's results recommended, and also consistent with the literature. The emotional and environmental aspects of advertisements must be focused on because the consumer's patronage is provoked by these factors, the study noted.

Keywords: Consumer, Buying Behavior, Television advertisements, Nestle Pakistan, Advertising approach

1. Introduction

Electronic media is the main platform for companies to advertise products. Electronic media not only provide advertisements of products but also provide opportunities to retain customers and affect buying behavior. Electronic media is a little expensive way for advertisements for the product but it impacts a huge market. The study aims to analyze the consumers' buying behavior through Television Advertisements while focusing on Nestle Pakistan Limited. In this study, we have to determine how the television advertisement impacts the customer's buying behavior. What are the influences of television advertisements on purchasing decisions? Electronic media especially television advertisements is rapidly reshaping the way of marketing products with advanced technology. Marketers know how brands interact with consumers. A television advertisement is more useful as compared to the traditional marketing. Television advertisement has changed the consumer decision journey.¹ A customer's buying behavior can be defined as the preference of the consumer to buy the product or service. Customer Customer's buying behavior explains how much a customer has approached towards a purchase. It shows the customer's ability to purchase a specific product again and again.² Television advertisement has changed the lifestyle and purchasing style of customers.

Advertising is one of the major tools companies are using to reach their potential customers/audience and inform them of their products and services.³ It is considered the most

¹ Julie M. Pharr, "A Framework for Using Customer Journey Mapping Alongside Digital Content Marketing to Build the College Brand," in *Association of Marketing Theory and Practice Proceedings*, vol. 47, 2018, 1–13.

See also Akanchha Singh and Smriti Mathur, "The Insight of Content Marketing at Social Media Platforms," *Adhyayan: A Journal of Management Sciences* 9, no. 2 (June 30, 2019): 17–21, doi:10.21567/ADHYAYAN.V9I2.4.

² Rebecca Jen-Hui Wang, Edward C. Malthouse, and Lakshman Krishnamurthi, "On the Go: How Mobile Shopping Affects Customer Purchase Behavior," *Journal of Retailing* 91, no. 2 (June 2015): 217–34, doi:10.1016/j.jretai.2015.01.002.

³ Jeffrey K. Rohrs, *Audience: Marketing in the Age of Subscribers, Fans and Followers* (Wiley, 2013). See also Zdeněk Smutný et al., "INTERACTION OF SOCIAL MEDIA AND ITS USE IN MARKETING MANAGEMENT," in *21st Interdisciplinary Information Management Talks (IDIMT)*, 2013, 167–74.

powerful and fastest medium to reach customers in today's commercial society. Advertisers simply want to increase the sales of their products through branding, which involves constant appearance and reappearance of the name or image of the product they are advertising.⁴ Various mediums like television, Radio, Newspapers, Event sponsorships, In-shop stands, Internet Websites, and other electronic media can be used to reach the end-users of the product. One of the pillars that the global industry is standing on today is marketing based on advertising. The ultimate aim of all advertising campaigns is simply to increase the sale of their products. To achieve this goal, consumers are made to feel the need for a certain product in their life or lifestyle. Consumers are initially informed about the product, then they are made aware of the benefits and finally, they are convinced to buy it. To reach the ultimate goal of increasing sales, advertising is targeted very scientifically. The advertising industry spends a lot of money to identify potential customers and then to study their buying behaviors. An advertisement campaign for a product takes into account not only the social context of the potential customers but also the historical and cultural background of the society.⁵ To reach consumers, mass media is the obvious choice of advertisers.⁶ With the growth of mass media, the advertising approach has evolved significantly. The commencement of television in 1964 brought revolutionary changes in the existing approach, practices, and strategies of advertising. The visual appeal of the television made it a more attractive and effective means of communication. Over time, slowly and gradually, society liberalized too. Human characters became a common appearance in advertisements in both print and electronic media. The range of products, being advertised and also widened from more consumer goods to services and ideas.⁷

⁴ Leonard L. Berry, "Cultivating Service Brand Equity," *Journal of the Academy of Marketing Science* 28 (December 2000): 128–37. See also Andy C. Pratt, "Advertising and Creativity, a Governance Approach: A Case Study of Creative Agencies in London," *Environment and Planning* 38, no. 10 (2006): 1883–99.

⁵ Juliet Schor, *Born to Buy: Marketing and the Transformation of Childhood and Culture* (New York: Scribner, 2004).

⁶ Robert Bartels, *The History of Marketing Thought* (Columbus, OH: Grid, 1976).

⁷ Marieke K de Mooij, *Consumer Behavior & Culture: Consequences for Global Marketing and Advertising* (Los Angeles: SAGE, 2019).

With the advent of FM channels in the late 90s and then private television channels in 2002, the advertising industry flourished rapidly.

Nestle Pakistan Limited is one of the largest food companies in Pakistan. It was established in 1988. It offers different products like dairy, juices, bottled water, coffee, breakfast cereals, infant nutrition, etc. It has a wide network in Pakistan and huge customers in every city of Pakistan. It advertises its products in a different way that attracts customers. In the current research, the focus will be on Nestle Pakistan Limited Television advertisements, etc.

Study Objective

This research is conducted to investigate the impact of TV advertisements of Nestle, Pakistan limited on consumer behavior. The other objectives are:

1. To analyze the effect of brand awareness on consumer buying behavior
2. To examine the effect of emotional appeal on consumer buying behavior
3. To explore buyers' perception of the nature of advertisements of Nestle Pakistan Limited Products.
4. To content motivation advertising by Nestle Pakistan limited on consumer buying behavior

Study Scope

The research evaluated the effect of advertisements on buying consumer behavior. The scope of the research would be limited to all consumers in Pakistan. Customers are stationed in five different established markets in major cities. As a result, the target population sliced across Pakistan's markets. A survey method was used and a questionnaire was developed on a Likert scale to investigate respondents.

Significance

Now advertising has become a science, a strategy, and a part of the complex process of integrated communication technology. Advertising is not an expenditure but an investment to attract revenues. This investment is well calculated beforehand to yield the expected results. Every segment of the readership or viewership is carefully studied as potential customers or consumers. This study is a small effort to find out how customers are influenced by advertisements specifically by the advertisements of food products. Beneficiaries of this research would be researchers, students, advertising agencies, and manufacturing companies of food products. This study will provide important results. These results will be helpful for marketing managers in making marketing strategies and updating their policies. This study will help to understand the buying behavior of customers. It will be useful for the management of Nestle Pakistan Limited. This study will show the consumer's approach toward a purchase and explain the new techniques for advertisements of products using television.

Literature Review

Advertising affects the daily routine decisions of the consumers, what we should eat, how we should keep clean, where we should live, what we should keep, what we should wear, how we should behave, etc., are all suggested by advertising. Today, every business is in cut-throat competition to be the market leader by capturing the major share of consumers.⁸ To meet the challenge advertisers not only target the buyers but also those who influence the buying decisions of the potential buyers. Studies throughout the world have explored that children are one of the most influential factors affecting the decisions of their parents.⁹ This justifies the presence of

⁸ Zdeněk Smutný et al. 2013, 167–74. See also Adeolu B. Ayanwale, Taiwo Alimi, and Matthew A. Ayanbimipe, "The Influence of Advertising on Consumer Brand Preference," *Journal of Social Sciences* 10, no. 1 (2005): 9–16, doi:10.1080/09718923.2005.11892453.

⁹ Gerard J. Tellis and Peter N. Golder, *Will & Vision: How Latecomers Grow to Dominate Markets* (New York: McGraw-Hill, 2004).

children in the advertisements of cooking oils, real estate and so much so in the advertisements of bank loans, financial services, and even car finance.¹⁰ Besides, there are a lot of consumer goods that are primarily meant for children. Hence their advertisements are designed to attract children. Advertisements of such products are designed carrying in mind the age group, interests, likes, and dislikes of the children.¹¹

Advertisements and customer buying decisions are believed to have a very close relationship.¹² This study is to investigate the relationship between mass media advertising and customer buying behavior. The study is in special reference to Nestle Pakistan Limited products Besides conventional media i.e., TV, radio, and print media customers are approached through packaging, promotions, roadside billboards, posters, and stands in large stores and supermarkets. National and international brands of food products spend a lot on advertising. More than 25% of advertising during prime time i.e. 7 pm to 9 pm are of food items.¹³ Advertising is an important way to attract customers. Over time, new ways of advertising are added to the traditional way of advertising. The importance of advertising is increased for the marketer to determine the content of ads and messages because the value of advertising varies depending on the advertising medium.¹⁴ Information and entertainment in the advertising industry increase the value of advertising.¹⁵ Customer buying behavior is a tendency to buy when the advertised product/service/brand is

¹⁰ Bridget Kelly et al., "Television Food Advertising to Children: A Global Perspective," *American Journal of Public Health* 100, no. 9 (2010): 1730–36, doi:10.2105/ajph.2009.179267.

¹¹ Aysha Anwer et al., "The Impact of Emotional Advertising on Consumer Buying Behavior for Apparel Products in Gujranwala," *Revista Gestão Inovação e Tecnologias* 11, no. 4 (2021): 5873–88, doi:10.47059/revistageintec.v11i4.2642.

¹² Katherine J. Parkin, *Food Is Love: Advertising and Gender Roles in Modern America* (Philadelphia, PA: University of Pennsylvania Press, 2007).

¹³ Andrew F. Smith, *The Oxford Encyclopaedia of Food and Drink in America* (Erscheinungsort nicht ermittelbar: Oxford University Press Inc, 2013).

¹⁴ Heng Xu, Lih Bin Oh, and Hock Hai Teo, "Perceived Effectiveness of Text vs. Multimedia Location-Based Advertising Messaging," *International Journal of Mobile Communications* 7, no. 2 (February 2009): 154–77, doi:10.1504/ijmc.2009.022440.

¹⁵ See supra note 5.

required.¹⁶ Advertising can be done in many ways, but it is important to achieve organizational goals and minimize costs. Customer buying behavior is influenced by brand awareness and orientation.¹⁷ Also, brand awareness is associated with good brand awareness and loyalty results, leading to a positive consumer brand image, which has a positive impact on consumers and is part of their behavior. Consumer purchasing is how individuals, organizations, and groups purchase products and services according to their requirements and needs.¹⁸ People plan to buy products based on their services and the tendency to develop their customer behavior. Consumer purchasing behavior concerns the consumer's intention to purchase the product before the company analyzes the product.¹⁹ Consumer reaction will influence the company's marketing strategy to achieve widespread and undesirable success. Also, the concepts and marketing strategies have proved crucial in meeting the buyer who has made his efforts to buy the product. Additionally, marketers focus on predicting people's responses to marketing tactics that can lead to consumer buying behavior.²⁰ Advertising and sales techniques affect consumer behavior. His research is based on consumer behavior analysis. They aim to identify factors that influence the behavior of the customer. His research has shown that intensive shopping has psychological problems related to consumer behavior. His research was based on an analysis of trends in marketing and marketing strategies that promote behavior. Also, his research shows how psychological factors in particular affect consumers' buying behavior. The importance of some of the factors needed to develop

¹⁶ Navdeep S. Sahni, S. Christian Wheeler, and Pradeep Chintagunta, "Personalization in Email Marketing: The Role of Noninformative Advertising Content," *Marketing Science* 37, no. 2 (2018): 236–58, doi:10.1287/mksc.2017.1066.

¹⁷ Sannegadu Rajesh et al., "Factors Influencing Customers' Attitude towards SMS Advertisement: Evidence from Mauritius," *Studies in Business and Economics* 14, no. 2 (August 1, 2019): 141–59, doi:10.2478/sbe-2019-0031.

¹⁸ Steven Bellman et al., "The Effects of Social TV on Television Advertising Effectiveness," *Journal of Marketing Communications* 23, no. 1 (June 5, 2014): 73–91, doi:10.1080/13527266.2014.921637.

¹⁹ Phil Leather, Sally McKechnie, and Manon Amirkhanian, "The Importance of Likeability as a Measure of Television Advertising Effectiveness," *International Journal of Advertising* 13, no. 3 (1994): 265–80, doi:10.1080/02650487.1994.11104581.

²⁰ Ron Shachar and Bharat N. Anand, "The Effectiveness and Targeting of Television Advertising," *Journal of Economics & Management Strategy* 7, no. 3 (1998): 363–96, doi:10.1111/j.1430-9134.1998.00363.x.

consumer buying intentions.²¹ One of the most important things they discussed was to trust the brand. Today, the e-retailing of products attracts people's attention in several ways and generates their intention to buy the product.²² Also, the author highlights the risks associated with online shopping, which the consumer creates based on what others think about the appropriate brand. Also, another factor that influences consumers' purchasing behavior is that they are directly related to product quality and quantity (Bruce, Becker, and Reinartz 2020).

Theoretical Framework

The emotional Response tool is very effective in integrated marketing communication; the emotional motive of consumers to purchase a product is the main objective of any advertisement. The essence of advertisement is to create brand awareness, preference, and selection of services.²³ Attitudes toward advertising are the most effective theory in marketing and advertising research. Similarly, the ability to recall the brand advert is another part of an effective advertisement that creates an emotional response.²⁴ Even, emotional content is the most effective tool of advertisement as it enables customers to give an emotional response to the product.²⁵

Another part of successful advertising that produces an emotional response is the consumer's ability to remember the brand advertisement.²⁶ The degree to which customers make decisions related to brands depends on the relative value of brand recall, which can contribute to the

²¹ See *supra* note 9

²² Gerard J. Tellis, Rajesh K. Chandy, and Pattana Thaivanich, "Which Ad Works, When, Where, and How Often? Modeling the Effects of Direct Television Advertising," *Journal of Marketing Research* 37, no. 1 (February 2000): 32–46, doi:10.1509/jmkr.37.1.32.18716.

²³ Elizabeth S. Moore, "Children and the Changing World of Advertising," *Journal of Business Ethics* 52, no. 2 (2004): 161–67, doi:10.1023/b:busi.0000035907.66617.f5.

²⁴ B.A. CHUKWU, E.C. Kanu, and A.N. Ezeabogu, "THE IMPACT OF ADVERTISING ON CONSUMERS BUYING BEHAVIOUR," *International Journal of Arts and Commerce* 8, no. 1 (2019): 1–15.

²⁵ Supriyo Patra and Saroj Kumar Datta, "Celebrity Selection & Role of Celebrities in Creating Brand Awareness and Brand Preference-A Literature Review," *Journal of Marketing & Communication* 8, no. 1 (December 2012): 48–58.

²⁶ Ahmed Alamro and Jennifer Rowley, "Antecedents of Brand Preference for Mobile Telecommunications Services," *Journal of Product & Brand Management* 20, no. 6 (September 20, 2011): 475–86, doi:10.1108/10610421111166621.

recognition of the brand. Brand recognition helps to ensure recall ads, which have a strategic advantage over other products that are not readily recalled.²⁷ Positive attitudes about advertising are the ability to recall the negative factors about the product. The company provides customers with unique forms of media interactions that are used to pave the way for promoting the sale of comparable products.²⁸ Unique marketing research has sought to understand the impact of environmental influences in retail stores, such as the climate and recalling related music while purchasing the product.²⁹ The researcher added that Sense methods such as hearing, vision, and touching may impact the behavior of customers. User experience may be influenced by the rate of formation. The rate of formation can influence users to obtain advertising information.³⁰ These are demonstrated in the environmental psychological model. The model refers to songs, test lyrics, pictures, and music videos that are closely connected and are shown in commercials. The mentioned theoretical models are applied to this study as these are well related and will help to investigate the issue with formulated hypotheses.

Hypotheses

The below hypotheses were developed to investigate the issue.

H0: Consumer buying behavior is not correlated with emotional advertising

H1: Brand awareness leads to affect consumer buying behavior

H2: Consumer perception does not change over the advertising content

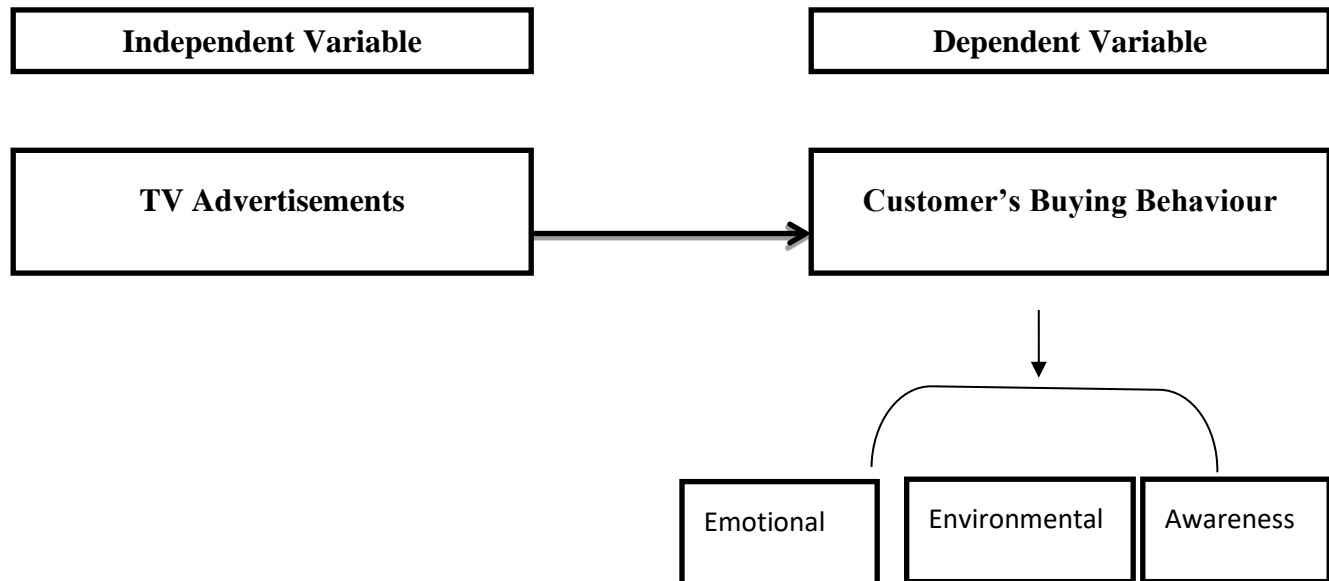
²⁷ Zain ul Abideen and Salman Saleem, "Effective Advertising and Its Influence on Consumer Buying Behavior," *European Journal of Business and Management* 3, no. 3 (2011): 55–65.

²⁸ Viktorija Grigaliunaite and Lina Pileliene, "Emotional or Rational? The Determination of the Influence of Advertising Appeal on Advertising Effectiveness," *Scientific Annals of Economics and Business* 63, no. 3 (November 1, 2016): 391–414, doi:10.1515/saeb-2016-0130.

²⁹ Patricia A. Stout and John D. Leckenby, "Measuring Emotional Response to Advertising," *Journal of Advertising* 15, no. 4 (August 1986): 35–42, doi:10.1080/00913367.1986.10673036.

³⁰ Abhilasha Mehta and Scott C. Purvis, "Reconsidering Recall and Emotion in Advertising," *Journal of Advertising Research* 46, no. 1 (March 1, 2006): 49–56, doi:10.2501/s0021849906060065.

Conceptual Framework



Methodology

To investigate the issue survey research designs were used and collect information from consumers across Pakistan. The population for this study is all consumers from major cities i.e. Islamabad, Lahore, Karachi, Peshawar, and Quetta. The non-probability purposive sampling technique was used due to some limitations. 400 consumers from Pakistan who came to markets and purchased the product were sampled. The questionnaire was filled by 320 on the spot by the consumers to avoid loss of time and questionnaire. Likert scale with five points ranging from 5 (strongly agree) to 1 (Strongly disagree with the statement) while each variable has four elements. The reliability and validity of the questionnaire were tested using Cronbach's Alpha where the coefficient was 0.79. The value of .79 was higher than 0.7 which is within the limit which means that the collected

data were valid and ready for analysis. As the study has one dependent and three independent variables the data seems consistent, hence, multiple regressions were used to generate the results and test the hypothesis, and descriptive statistics were used to determine the frequency and percentage.

Data Analysis

The reliability analysis of the results is calculated and represented in the following table.

Table -1

Variables	Items	Cronb Alpha
Emotional	4	0.712
Environmental	4	0.869
Awareness	4	0.800

The results in Table -1 showed that the reliability coefficient of consumers lies down between 0.712 and 0.869 which shows that collected data is reliable and ready for analysis. A value above 0.8 is considered as good.

The results of 320 respondents were analyzed with the following regression model was used to test the data and hypothesis. $CB = B_0 + B_1 E + B_2 EN + B_3 A + B_4 + \mu$

Where CB is assigned to Consumers' behavior, E is emotional, EN is assigned to environmental response and A is awareness. μ is the error of the coefficient.

Table 2

Demography Consumer Profiles

Response	Frequency	Percentage
		%
Sex	126	39.4
Men	194	60.6
Women	320	100.0
sum		
Age		
29 above Years	78	24.4
30 to 45 Years	92	28.8
36 to 40 Years	94	29.4
40 and beyond	56	17.5
sum	320	
Educational		
Grade School	86	26.9
higher Secondary	161	50.3
University	73	22.8
Total	320	
Married	212	66.3
Unmarried	108	33.8
sum	320	
Occupation		
dealer	80	25.0

Artist	40	12.5
Employees	112	35.0
pupil	58	18.1
Misc	30	9.4
sum	320	

Table -3

Variable distribution against responses

Variables	Agree Strongly	agree	unclear	disagree	Strongly Disagree
				75	
Emotional	115(35.9)	95 (29.8)	10 (3.1)	(23.4)	25 (7.8)
				44	
Environmental	132(41.2)	85 (26.5)	5 (1.6)	(13.8)	54 (16.9)
		145		49	
Awareness	65(20.3)	(45.3)	9 (2.8)	(15.3)	52 (16.3)

The results of multiple regressions are presented in table -4 to test the hypotheses.

Table -4

Results of Multiple Regression Test

				T-
VARIABLE	COEFFICIENT	ERROR	test	PROB
Constant	3.17	.61	5.1500	
Emotional	.45	.07	6.4410	0.001

Environmental	.41	.06	6.1240	0.000
Awareness	.60	.08	6.868	0.002

As presented in Table -2 the results show that the majority of consumer respondents were female where 39% male and 60.6% of the respondents are female. The age distribution showed that 24.% of the consumers were below the age of 30 years, 28.7% were of age 30 to 25 years, 29.4 were of age 36 to 40 years and 17.5 % were of age 40 and above. This showed that the major respondent group was of age 36 to 40 which is considered as a youth. As per educational data the subjects who submitted accurate samples of questionnaires administered, grade school respondent were 20.9%, the respondents whose educational level were higher secondary were 50% while respondents of university education level were 22.79. This suggests that post-secondary school was studied by the largest of survey participants. 212 (66.30 percent) were married and 108 (33.7 percent) of them seem to be unmarried concerning the relationship status of the sample population. This suggests that the bulk of the participants were married. On the employment of survey participants, 25% of them were dealers, 12.5% were artists, 35% were employees, 18.1% were learners, and 9.4% were Misc people.

Hypothesis H0: Consumer buying behavior does not correlate with emotional advertising which was null, is rejected by the results which means the alternative hypothesis is accepted. According to the results, the alpha value indicates that a higher value of emotional response of 1 unit will lead to an increase in the consumer purchase decision of 0.459 (45.59 percent), with other parameters remaining constant. In general, this means that a feature of buying behavior is an emotional attachment. The sentimental response suggests a significant statistically specific contribution to

knowledge buyer behavior ($P < .01$), while emotional reaction t-statistics even showed positive significant variations in emotional response statistics.

Hypothesis H1: Brand awareness leads to affect consumer buying behavior, is accepted as it is already noted that the null hypothesis is rejected. This means that higher awareness among the consumers about the brand leads to the buying behavior of the product and services. The alpha value indicates that an increase in the value of the brand image of 1 unit will lead to an increase in consumer attitudes of 0.605 units (60.5 percent), with other parameters remaining constant. This means that the brand image is a feature of the purchasing intention of customers. Brand recognition shows statistically important contributions to understanding buyer behavior ($P < .01$), while t-test knowledge figures also showed positive significant differences in independent purchase decisions ($P < .01$), accordingly the H2 hypothesis is also acceptable as per results.

Discussion

Television advertisement presents the most attractive and persuasive marketing message to the right customers for the right product at the lowest possible cost. The main purpose of the research was to check the impact of television advertisements on customer's buying behavior. The objective of the research is achieved after a lot of work and analysis of responses from customers of the organization. The respondents' data identified the television advertisements attributes that play an important role in customer's buying behavior. The correlation of television advertisement and customer's buying behavior shows that all the variables are positively correlated with each other but the degree of relationship is strong. As the value is low there would be other factors/variables too apart from television advertisement which would contribute to customer's buying behavior. Television with its audio and visual appeal is the favorite medium for the majority of customers to watch advertisements. The main purpose of the research was to find out the impact of television

advertisements on customer's buying behavior. The quantitative type of research method was used in this project because the quantitative study is used when data is collected through a survey questionnaire. Nestle Pakistan Limited customers were the primary source of data and the data were collected through questionnaires. Secondary sources for data collection were already performed research on relevant topics, relevant books, topic-related articles, and journals. The research objective was to explore the impact of television advertisements on customer's buying behavior and also to determine the extent to which television advertisements influence the buying behavior of the customer. The objectives are achieved as the correlation between television advertisement and customer's buying behavior is found to be 0.327 and it shows that both the variables are positively correlated with each other but the degree of relationship is weak. As the value and the percentage are weak there may be other variables along with television advertisements that impact the customer's buying behavior. Nestle Pakistan Limited is doing television advertisements for its products effectively. Most customers are satisfied with the current television advertisements of Nestle Pakistan Limited. Nestle Pakistan Limited is a well-established and very old organization. It has a wide range of products. It supplied products in almost all cities of Pakistan. Customers are aware of their products.

Recommendations

The study suggests that to ensure successful advertisements, the target group must be carefully researched to understand their consumption pattern and purchase behavior. We propose that attempts need to be more concentrated on affection advertising because their emotions are strongly induced by customer patronage. Sensory stimulated advertisement is recommended to positively affect buying behavior, and the perception of users, and allow them to obtain advertisement knowledge.

Following were a few recommendations for Nestle Pakistan Limited based on the findings:

1. Nestle Pakistan Limited should start the online sale of products so customers can buy products from the website and get products at their address
2. Nestle Pakistan Limited should launch its mobile application as the majority of people have smartphones so customers can check the latest updates about the company and its products on the mobile app.
3. Nestle Pakistan Limited established company own sale point in different locations in main cities
4. Nestle Pakistan Limited should decrease the prices of products by sustaining quality
5. Nestle Pakistan Limited interacts with customers on social media pages and gets customer feedback on new products
6. Nestle Pakistan Limited should engage the customer in different events.
7. Nestle Pakistan Limited is a very old and well-established organization therefore similar sort of research study can be conducted on other organizations. Their results can be different.
8. The future researcher should also analyze more factors/variables like digital marketing, Customer engagement, customer perception, product and service quality, etc. to check their impact on customer buying behavior and purchase intentions
9. As the results of this study reflect that IV is causing little change in DV and has a weak relationship, in the future other variables can also be incorporated in similar sorts of studies to increase this rate of change.
10. A similar sort of research study can be conducted to other organizations other than food-related companies

11. Similar sort of studies can be conducted on private sector organizations as well to assess the effects of TV advertisements on their customers.

Limitations

The most important limitation of this study is that the consumer numbers were not identified, and it was even more difficult to guess the accurate figure of Nestle Pakistan consumers across Pakistan. Therefore, the method of nonprobability was used to do sampling for this study and this has the limitations to project the results. Meanwhile, the validity of samples to calculate is limited. Statistical Model for the parameters of the advertising effects was also a major obstacle to this study. Concluding, the nature of techniques is considered a limitation of this study.

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