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## The Effect of Television Advertisement on Buying Behavior and Loyalty of Consumer With Reference to Clinic plus Shampoo in Kathmandu Valley

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### Abstract

This study examines the effect of television advertisement on buying behavior and loyalty of consumer with reference to Clinic Plus Shampoo Kathmandu Valley. Consumer buying behavior is the dependent variable. The selected independent variables are price of commodity, television advertisement, consumer awareness, brand loyalty, and user's satisfaction. The primary source of data is used to assess the opinions of respondents regarding price of commodity, television advertisement, consumer awareness, brand loyalty, and user's satisfaction. The study is based on primary data of 118 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of the effect of television advertisement on buying behavior and loyalty of consumer with reference to Clinic plus Shampoo in Kathmandu Valley.

The study showed a positive impact of price of commodity on consumer buying behavior. It indicates that affordable price of commodity leads to increase in consumer buying behavior towards clinic plus shampoo. Similarly, the study showed a positive impact of television advertisement on consumer buying behavior. It indicates that attractive television advertisement leads to increase in consumer buying behavior. Likewise, the study also revealed a positive impact of consumer awareness on consumer buying behavior. It indicates that higher consumer awareness leads to increase in consumer buying behavior. In addition, the study observed a positive impact of brand loyalty on consumer buying behavior. It indicates that brand loyalty leads to increase in consumer buying behavior. Further, the study observed a positive impact of user's satisfaction on consumer buying behavior. It implies that higher level of satisfaction leads to increase in consumer buying behavior.

**Keywords:** price of commodity, television advertisement, consumer awareness, brand loyalty, user's satisfaction, consumer buying behavior.

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### 1. Introduction

Television advertisement is the promotional tool that enables the communication between producer and consumer. Advertising is one of

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the important marketing mixes that help in reaching large number of exposure or consumers. The popular modes of advertising are newspaper, radio, T.V, billboard, magazines etc. among these Medias advertising on T.V may be most reliable and effective one (Abernethy and Franke, 1996). Advertisement reaches to the greatest number of costumers and leaves the long-lasting impact on viewers mind. Advertisement influence individual's attitude, behavior, lifestyle and also the culture in long run. Thus, advertising creates the product awareness among the consumers (Bijmolt *et al.* 1998). Television advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media (Datta, 2008). Similarly, Sharma (2018) stated that the advertising plays a crucial role in marketing and related sectors. Mugeshkannan and Ganapathy (2012) assessed the factors influencing consumer buying behavior and loyalty towards Clinic Plus shampoo. Consumers' perceived Clinic Plus shampoo to be of high quality and effective in delivering the promised benefits. The brand image of Clinic Plus shampoo was also found to be a significant factor influencing consumer buying behavior.

Schmidt and Eisend (2015) examined the repurchase decision on the impact of television advertisement on clinic plus shampoo. The study showed that utilitarian value and hedonic value in customer satisfaction significantly affect the repurchase decision on clinic plus shampoo in Indonesia. The study also showed that the influence of marketing media social between utilitarian value and hedonic value in customer satisfaction have significant relationship together or partially. Likewise, Keller and Lehmann (2003) assessed a critical analysis of internal and external environment of Shampoo. The study found that they are successful in selling their products and had highest customer satisfaction ratio. In contrast, the study showed that problem with clinic plus shampoo is that major consumers are unable to buy due to substitute product or shampoo. Further, Rayburn (2013) stated that brand loyalty is typically influenced by several factors, including product quality, customer satisfaction, brand reputation, marketing strategies, and personal experiences. Similarly, Malik *et al.* (2013) showed that brand loyalty has a positive effects on consumers buying behavior. Further, the study found that teenagers are more conscious in branded products towards clinic plus shampoo. Likewise, Nazi *et al.* (2012) examined the effect of emotional response and environmental response on consumers buying behavior. The study found that emotional response has a significant, while, environmental response has insignificant

effect on consumers buying behavior. Further, the study also found that consumers prefer those brands from which they are emotionally attached.

Carman (1990) analyzed the experiential marketing on brand advocacy. The study found that there is a direct effect of experiential marketing on brand loyalty. The study also concluded that experiential marketing seems to have a strong influence of brand loyalty among shampoo users' consumers. Similarly, the study showed that clinic plus shampoo brand loyal consumers are more likely to buy a clinic plus shampoo product again and will choose clinic plus shampoo over other available brands. Further, Laheri (2017) analyzed the advantages of clinic plus shampoo. The study found that users could feel easier using this shampoo without any problems and complains. Likewise, Rani (2014) revealed that the television advertising can influence consumers' perceptions and attitudes towards a product, which in turn can affect their buying behavior. In addition, Zhang (2016) analyzed the television advertising can play an important role in building brand loyalty among consumers. The study found a positive relationship between emotions and create a strong emotional connection with consumers can encourage repeat purchases and increase customer lifetime value. Likewise, Murphy and Dweck (2016) showed that television advertising can be an effective way to reach a wide audience and create brand recognition. Similarly, Day (1969) stated that the television advertisement can create emotional connections with consumers and influence their buying behavior. Elliot and Speck (1998) stated that brand loyalty is surpassing the boundaries of traditional workplace and going to enter in the electronic market. Brand loyalty is emerging as a new marketing challenge as lot of web users has great influence so satisfying them is the most precious and needed task at the moment. Similarly, Hanssens and Pauwels (2016) examined the effect of two aspects-quality products and consumers' psychology-toward the purchase decisions of clinic plus shampoo. The study concluded that partial product quality has a significant influence on purchase decision, but psychological variables did not affect the consumer purchasing decision. The study also found that consumer psychology variables moderate the relationship between the purchase decision factors.

In the context of Nepal, Gyawali and Kunwar (2014) found that there is a positive relationship between television advertisement and customers' satisfaction and five service quality dimensions. Similarly, Gupta *et al.* (2004) showed that there is a positive and significant relationship between the independent variables: price of the commodity, television advertisement, consumer awareness, brand loyalty, users' satisfaction and the dependent

variable: customer buying behavior. Likewise, Adhikari (2016) examined the effectiveness of television advertising and sales promotion on buying decision of clinic plus shampoo in Kathmandu Valley. The study found that Nepali buyers are more likely to purchase shampoo if they find attractive product features compatible with their needs and satisfaction. The study also revealed that price, quality and the country of origin do not have much influence on the Nepali buyers' intention to purchase the clinic plus shampoo. Similarly, the study indicated that marketers could tap into social media marketing and generate favorable word-of-mouth to promote their shampoo brands and generate positive purchase intention. Further, Shrestha (2018) assessed the influencing factors on consumer buying behavior of clinic plus shampoo. The study found that consumers are the independent individual decision makers. Moreover, Mohan (2016) examined the factors influencing brand loyalty for clinic plus shampoo users in Nepal. The study stated that there is a high demand for hair care product having advancement and modification in the hair care product. The study also found that a large number of the population have changeable consumer behavior because of the rapid technological changes and mass use of media.

The above discussion shows that empirical evidences vary greatly across the studies on the effect of television advertisement on buying behavior and loyalty of consumer with reference to Clinic plus Shampoo. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the effect of television advertisement on buying behavior and loyalty of consumer with reference to Clinic plus Shampoo in Kathmandu Valley. Specifically, it examines the relationship of price of commodity, television advertisement, consumer awareness, brand loyalty, user's satisfaction with consumer buying behavior in Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

## **2. Methodological aspects**

The study is based on the primary data which were collected from 118 respondents through questionnaire. The study employed convenience

sampling method. The respondents' views were collected on price of commodity, television advertisement, consumer awareness, brand loyalty, and user's satisfaction. This study is based on descriptive as well as causal comparative research designs.

### *The model*

The model used in this study assumes that consumer buying behavior depends upon television advertisement. The dependent variable selected for the study is consumer buying behavior. Similarly, the selected independent variables are the price of commodity, television advertisement, consumer awareness, brand loyalty, and user's satisfaction. Therefore, the model takes the following form:

$$CBB_i = \beta_0 + \beta_1 POC + \beta_2 TA + \beta_3 CA + \beta_4 BL + \beta_5 US + e$$

Where,

CBB = Consumer buying behavior

POC = Price of commodity

TA = Television advertisement

CA = Consumer awareness

BL = Brand loyalty

US = Users satisfaction

Price of commodity was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Clinic Plus shampoo is fairly priced," "The shampoo is valued by users" and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.981$ ).

Television advertisement was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Television advertisement is the most effective means of advertisement" "Clinic plus uses the best media to promote its product" and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.772$ ).

Consumer awareness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include

“Users are aware with the type of the product offered” “Users in city area are more concerned than rural people” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.963$ ).

Brand loyalty was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Even if other shampoo carries the same quality, I would still recommend the clinic plus shampoo,” “I make biased decision sometime due to my loyalty” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.959$ ).

Users satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Satisfaction increases loyalty to buy and use the shampoo,” “Happy users are satisfied customers” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.940$ ).

Consumer buying behavior was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Fair price of the Clinic plus shampoo influence to use the product.” “Satisfied consumer purchases the product time and again.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.866$ ).

The following section describes the independent variables used in this study along with the hypothesis formulation.

#### *The price of the commodity*

The price of the commodity refers to the market or the market futures price, which is the price reported in the news. Vinh and Huy (2021) showed that the price of commodity has a positive significant relationship with the buying behavior. Similarly, Rai (2021) found that the price of commodity has a significant influence on buying behavior of a shampoo a hair product in Kathmandu Valley. Likewise, Naila (2017) revealed that there is a positive relationship between the price of the commodity and buying behavior on brand new shampoo. Further, showed that the value of commodity has a negative effect on consumer buying behavior of shampoo. In addition, Sata (2013) found that the value of commodity has a positive effect on consumer buying behavior of shampoo. Based on it, this study develops the following

hypothesis:

H<sub>1</sub>: There is a positive relationship between the price of commodity and consumer buying behavior.

#### *Television advertisement*

A television advertisement is a span of television programming produced and paid for by an organization. Zeithaml (1988) showed that television advertising can significantly influence consumer buying behavior, particularly for low involvement products such as shampoo. Similarly, Sharma and Sheth (2004) revealed that television advertising can enhance brand awareness and positively impact brand loyalty. Likewise, Alshurideh *et al.* (2009) revealed that there is a positive relationship between television advertisement and consumer buying behavior. Based on it, this study develops the following hypothesis:

H<sub>2</sub>: There is a positive relationship between the television advertisement and consumer buying behavior.

#### *Consumer awareness*

Consumers are more likely to buy products that they are familiar with and have a positive perception. Keller and Lehmann (2003) revealed that there is a positive relationship between consumer awareness and consumer buying behavior. Similarly, Sakara *et al.* (2013) revealed that consumer awareness has a highest positive effect on consumer buying behavior of clinic plus shampoo. Likewise, Xu (2007) found that there is a positive relationship between consumer awareness and consumer buying behavior in clinic plus shampoo. Based on it, this study develops the following hypothesis:

H<sub>3</sub>: There is a positive relationship between consumer awareness and consumer buying behavior.

#### *Brand loyalty*

The loyalty is the aggregate perception of outsiders on the salient characteristics of companies (Fombrun and Rindova, 2000). Similarly, Hussain and Ahmed (2020) showed that brand loyalty and buying behavior have positive impact on consumer buying behavior. Likewise, Muhammad *et al.* (2014) found that brand loyalty influences the consumer buying behavior in clinic plus shampoo in market. Further, Rajasekaran and Ganesan (2009) revealed that brand loyalty has a significant and positive impact on consumer buying behavior. In addition, Das (2014) revealed that there is a positive relationship between brand loyalty and buying behavior of clinic



plus shampoo. In addition, Sarwar *et al.* (2014) found that there is a positive correlation between brand loyalty and consumer buying behavior. Moreover, Zhang (2015) revealed that brand reputation has a significant and positive impact on consumer buying behavior. Based on it, this study develops the following hypothesis:

H<sub>4</sub>: There is positive relationship between brand loyalty and consumer buying behavior

#### *Users' satisfaction*

User satisfaction is the degree to which a user's needs, expectations, and preferences are met by a product or service. Meyer (2007) examined the users' satisfaction: The internal and subjective response. The study found that there is a positive relationship between user's satisfaction and consumer buying behavior. Similarly, Dean (2001) showed a positive relationship between customer experience and consumer buying behavior. Likewise, Itult (2006) revealed that there is a positive relationship between users experience and consumer buying behavior. Further, Chopra *et al.* (2011) showed a positive relationship between users experience and consumer buying behavior. In addition, Liang (2011) found that there is a significant and positive relationship between users experience and consumer buying behavior. Moreover, Ganlari (2016) showed a positive and significant relationship between users experience and consumer buying behavior. Similarly, Thomas (2021) showed that there is a significant and positive relationship between users experience and buying behavior. Likewise, Wang *et al.* (2003) revealed that there is a positive relationship between user experience and consumer buying behavior. Based on it, this study develops the following hypothesis:

H<sub>5</sub>: There is a positive relationship between users experience and consumer buying behavior.

### **3. Results and discussion**

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

#### **Kendall's Tau correlation coefficients matrix**

This table presents Kendall's Tau coefficients between dependent and independent variables.



The correlation coefficients are based on 118 observations. The dependent variable is CBB (Consumer buying behavior). The independent variables are POC (Price of commodity), TA (Television advertisement), CA (Consumer awareness), BL (Brand loyalty), and US (Users' satisfaction).

Variables	Mean	S.D.	CBB	POC	TA	CA	BL	US
<b>CBB</b>	3.48	0.679	1					
<b>POC</b>	3.45	0.498	0.150*	1				
<b>TV</b>	3.74	0.466	0.165*	0.138*	1			
<b>CA</b>	3.50	0.577	0.101	0.108	0.227**	1		
<b>BL</b>	3.51	0.620	0.174*	0.143*	0.217**	0.206**	1	
<b>US</b>	3.51	0.706	0.073	0.056	0.217**	0.329**	0.263**	1

Note: The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables for consumer buying behavior. The study shows that price of commodity is positively correlated to consumer buying behavior. It indicates that affordable price of commodity leads to change in consumer buying behavior. Similarly, television advertisement is positively correlated to consumer buying behavior. It indicates that attractive television advertisement leads to change in consumer buying behavior. Likewise, the consumer awareness is positively correlated to consumer buying behavior. It indicates that consumer awareness leads to change in consumer buying behavior. Further, the brand loyalty is positively correlated to consumer buying behavior. It indicates that strong brand loyalty leads to change in consumer buying behavior. In addition, the user's satisfaction is positively correlated to consumer buying behavior. It indicates that user's satisfaction leads to change in consumer buying behavior.

### *Regression analysis*

Regression analysis is a statistical process for estimating the relationships among variables. The regression results were estimated where price of commodity, television advertisement, consumer awareness, brand loyalty, and users' satisfaction is used as independent variables and dependent variable is the consumer buying behavior.

The regression results of price of commodity, television advertisement, consumer awareness, brand loyalty, and users' satisfaction on consumer buying behavior is shown in Table 2.

Table 2

### Estimated regression results of price of commodity, television advertisement, consumer awareness, brand loyalty, users' satisfaction on consumer buying behavior

The results are based on 118 observations using linear regression model. The model is  $CBB = \beta_0 + \beta_1 POC + \beta_2 TA + \beta_3 CA + \beta_4 BL + \beta_5 US + e$  where the dependent variable is CBB (Consumer buying behavior). The independent variables are POC (Price of commodity), TA (Television advertisement), CA (Consumer awareness), BL (Brand loyalty), and US (Users' satisfaction).

Model	Intercept	Regression coefficients of					Adj. R_bar <sup>2</sup>	SEE	F-value
		POC	TA	CA	BL	US			
1	2.289 (5.340) **	0.346 (2.814) **					0.56	0.006	7.919
2	2.543 (5.039) **		0.252 (1.877)				0.021	0.672	3.523
3	3.091 (7.980) **			0.112 (1.027)			0.00	0.679	1.055
4	3.008 (8.328) **				0.136 (1.337)		0.007	0.677	1.788
5	3.763 (1.758)					0.080 (0.891)	0.002	0.680	0.794
6	1.687 (2.815) **	0.314 (2.522) *	0.191 (1.434)				0.065	0.657	5.025
7	1.691 (0.231)	0.315 (0.131)	0.003 (0.026)	0.187 (1.888)			0.057	0.660	3.321
8	1.616 (2.497) *	0.306 (2.333) *	0.181 (1.312)	0.056 (0.523)	0.017 (0.147)		0.051	0.662	2.543
9	1.801 (2.772) **	0.303 (2.329) *	0.205 (1.491)	0.168 (1.763)	0.079 (0.743)	0.053 (0.435)	0.068	0.656	2.694

Notes:

- Figures in parenthesis are t-values
- The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- Consumer buying behavior is dependent variable.

The regression results show that the beta coefficients for price of commodity are positive with consumer buying behavior. It indicates that price of commodity has a positive impact on consumer buying behavior. This finding is consistent with the findings of Vinh and Huy (2021). Similarly, the beta coefficients for television advertisement are positive with consumer buying behavior. It indicates that television advertisement has a positive impact on consumer buying behavior. This finding is consistent with the findings of Zeithaml (1988). Likewise, the beta coefficients for consumer awareness are positive with consumer buying behavior. It indicates that consumer awareness has a positive impact on consumer buying behavior. This finding is consistent with the findings of Keller and Lehmann (2003). Further, the beta coefficients for brand loyalty are positive with consumer buying behavior. It indicates that brand loyalty has a positive impact on consumer buying behavior. This

finding is consistent with the findings of Sarwar *et al.* (2014). In addition, the beta coefficients for users' satisfaction are positive with consumer buying behavior. It indicates that users' satisfaction has a positive impact on consumer buying behavior. This finding is consistent with the findings of Meyer (2007).

#### 4. Summary and conclusion

Consumer behavior can be defined as the process where the individuals decide whether, what, when where, how and from whom to purchase goods and services. A consumer buying behavior is influenced by economic, cultural, social, personal and psychological factors

This study attempts to examine the effect of television advertisement on buying behavior and loyalty of consumer with reference to Clinic Plus Shampoo Kathmandu Valley. The study is based on primary data of 118 respondents.

The study showed that price of commodity, television advertisement, consumer awareness, brand loyalty, and user's satisfaction have positive impact on consumer buying behavior. The study also concludes that price of commodity followed by television advertisement are the most influencing factors that affect consumer buying behavior towards clinic plus shampoo in Kathmandu Valley.

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