

Impact of Effective Advertising on Consumer Buying Behavior: A Study of Mobile Phone Purchasers in Pakistan

¹Hafiz Muhammad Arshad, ²Dr. Mudasar Noor, ³Nabila Noor, ⁴Wasim Ahmad, ⁵Sara Javed

¹Assistant Professor, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan.

²Surgical Specialist, Combined Military Hospital, Dera Nawab, Pakistan.

^{3,4,5}MS Scholar, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan.

Received: December 15 2013

Accepted: January 25 2014

ABSTRACT

The advertising has a foremost and vital impact on purchasing behavior of consumers. With the growth of mobile phones industry in Pakistan, the need for effective advertising has raised. Most of times, advertisements do not have an impact on purchase behavior on consumers due to ineffectiveness. The basic objective of this study is to examine how much emotional responses are generated after watching effective add that persuade consumer purchase behavior. Environmental responses i.e. information rate and sensory stimulated activities represented in advertisements has also influence or even can change the buying behavior of consumers. Data was collected using non-probability sampling (N=300) through a pre-tested questionnaire from seven cities of Pakistan. Collected data was analyzed using correlation, regressions, t-statistics, reliability analysis and descriptive statistics. Demographics such as gender, age and qualification were also included. Findings revealed that factors of emotional and environmental response have a significant impact on behavior of Pakistani consumers. Implications and limitations of study were also included.

KEY WORDS: Effective advertising, Environmental responses, Emotional, Responses, Behavior.

1. INTRODUCTION

In this era of technology and globalization, effective advertising is useful to influence consumer buying behavior on mobile phone sector in Pakistan. Thus, Understanding the pathway through which advertising influence consumer selection is vital for practitioners and researchers. Different societies used diverse types of symbols for the promotion of the products and services to attract consumers. Though, these pictures were used for a restricted area for promotion. But in modern age, advertisement has become significant way to promote products and services and is utilized for communication purpose. No company can become a market leader unless they invest lots of their budget in their promotional strategies (Hussainy, et al. 2008). Everyone is growing up in the society embedded in mass media like television, internet, radio, videos, bill boards, magazine, newspaper and other mediums. Marketers consider advertising as the best way to communicate consumers and convince them towards their product, service on any other idea. It is renowned for its broader exposure and considered as long lasting tool to set image on consumers mind regarding any idea or product. (Abideen, farooq and latif 2011)The foremost aim of advertising is to impact on buying behavior, furthermore, this impact about brand is strengthened or changed frequently people's memories. Memories about the brand comprise of those associations that are interrelated to brand name in consumer mind. These brand cognitions manipulate consideration, valuation, and finally purchase. (Romaniuk and Sharp 2004)

In Pakistan, mobile phone industry has gained popularity from last few years and advertisements play an important function to achieve this reputation. Therefore effective ads and customer buying decisions are closely related to each other. Are people making their decisions of purchasing cell phone after watching advertisements? Yes! Because increasing trend of watching television advertisements lots of people are being attracted and purchase their favorite brand. To what extent consumers are affected by emotional and environmental responses? After watching ads consumer awareness increases and emotional feelings like joy, happy or sadness may arise about a particular brand, rate of information from environmental responses also influence on purchase intentions. Mobile phone sector is very profitable commerce in all over the world. Like all other countries, in Pakistan cell phone sector is also emerging rapidly day by day. There are different brands of cell phones available in Pakistan as Nokia, Samsung, China Mobiles, Sony Ericson, Apple, QMobile, BlackBerry etc.

*Corresponding Author: Wasim Ahmad, MS Scholar, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan.

Therefore, present study strives to evaluate the effective advertising and its influence on consumer's mobile phone buying behavior in Pakistan. How environment of the ad and emotional feelings created after watching effective advertisement influence on consumer purchase behavior. This study is quantitative in nature. The study will explore the problem statement and literature review related to different aspects of the research. Afterward, a discussion of the methods used in this research will be followed by the presentation of the results. Finally, the implications and limitations of this study will also be discussed.

2. PROBLEM STATEMENT

Companies use various mediums to convey their product message through advertisements mediums such as television, internet, newspapers, billboards, magazines but television ads are more effective than others, because in Pakistan mostly people utilize this medium. As, Organizations spend heavy budget on their promotion strategies to attract the consumers and to influence their buying behavior. But, sometimes advertisement fails to convince consumers and do not persuade their purchase intentions due to its non effectiveness. Ultimately, consumers do not pull towards add environment and unable to produce emotional feelings essential to change their purchase intentions.

3. OBJECTIVES OF THE STUDY

Specific objectives of study include:

- To understand the context of effective advertising and its influence on consumer buying behavior.
- To find out how consumers are affecting by emotional and environmental responses represented in advertisements

4. LITERATURE REVIEW

Advertising is the way to pursue consumer's selection; therefore it's important to realizable by practitioners and researchers(Clark *et al.* 2009). It is a process by which products, services, practices, information and ideas are being promoted, helping by various sponsors to enhance affiliation of customers via Text, spoken and visual information interpreted on media. (Bovee, et al. 1995).sales promotion, public affairs and advertising are mass-communication tools accessible to marketers. The benefit of mass communication is to diminish the cost of advertising for per individual because information is reaching too many people at the same time and trade off the advantage of person's selling. (Etzel, Walker and Stanton 1997).

According to definitions of advertisement it is a social, marketing, economic process as well as communication, information or process and persuasion method. Advertiser's major concern is to attract potential consumers and encourage their buying behavior and enhance awareness. They spend surplus money to sustain individual's concentration in their products. Their primary goal is to collect sufficient data about customers for assembling profiles to find out same group people for communication. So, these profiles are helpful for the study of consumer behavior, Physical, mental and emotional attitude towards different products used to gratify their wants and needs. (Arens 1996).

In advertisements goods, services, ideas and organizations are promoted through television which is the main source to reach wide variety of consumers. Advertising from all mediums play crucial role to influence people but in our society television is the main source to watch advertisements that persuade not only life cycle but also attitudes, behaviors and even culture of the country. (Abideen1, farooq and latif 2011).Advertisements is always effective for consumer attitude and changed their perception about products. Consumer behavior is the attitude of customers regarding any product. Companies should analyze the behavior because these are the main source of their success. The main purpose of consumer behavior analysis is to determine how customers behave towards certain circumstances. Its purpose is to analyze different factors affecting on consumers behavior in terms of social, economic and psychological perspective that determine the factors of marketing mix selected by management. In the marketing progression consumer behavior is an imperative variable that will not just explain the tangible characteristics of product or service but also create an image with respect to psychological and social composition of individual behavior. Consumer behavior investigation is used to analyze various communiqué methods as well as for the development of manufactured goods.(Proctor and Stone. 1982)

There are few studies illustrated the impact of advertisements on behavior of consumers. Bolatito (2012) analyzed that how advertisement effectiveness play role in brand selection and how consumers give preference to a particular brand in telecommunication industry.study used different firms of Nigeria.researcher used quality, availability, advertising and price varibales affeting on brand preference. Findings showed that people prefer MTN

telecom firm due to its spending on ads as well as availability. Both females and males are equally influenced by advertisements in that research. Some researchers conducted research on the topic of purchasing online compact disk (CD's) and how people influenced by online web formats to purchase CD's. Study describes that media site WWW pages are used to demonstrate three formats as lyrics text, immobile images used for music and video music itself. Impulse and emotional buying behaviors of customers for disks of music was analysed which are affected by different media formats. Findings revealed that displayed lyrics text had more effect on impulse buying attitude than others. So various formats of media created emotional responses and motivated consumers to make online purchasing. (ADELAAR, et al. 2003).

Studies are also conducted on bournvita food drinks. The intent of the study was that how consumers made their purchases after watching advertisements and to what extent their intentions are influenced by ads. Results revealed that mostly people show likeness towards bournvita due to its advertisements and buy its drinks. (Ayanwale., Alimi and Ayanbimipe 2005). Several authors analyzed the behaviour of consumers in telecom sector that is changed by effective advertising. Environmental and emotional responses can alter consumer's purchased intentions after watching ads. Results analysed that consumers are influenced by both of their variables but mostly make their decisions with respect to their emotional feelings. (Abideen and Saleem n.d.) There are different factors affecting on consumer buying behavior but environmental and personal responses are important determinants.

4.1. Emotional Responses

Consumer buying behavior is an attitude of a patron to acquire anything (product, service, idea) at a spot. (ADELAAR, et al. 2003). An attitude is definite as acquired behavioral temperament in persons. According to traditional theory of consumer attitude, when consumers purchase their favorite products their behavior is shaped by attitude which was previously developed in consumer minds. (Smith and Swinyard 1983). The main theory in advertising and marketing is the development of consumer attitude towards any advertisement. This attitude remains same until consumer made a purchase decision about any product or service. Therefore, ads are constructive for recognizing, liking as well as selection of goods. Although the major goal of the ad is to catch the attention of the customer and built optimistic attitude about ad this positive attitude constructed emotional reaction regarding brands and customers want to purchase respective product. These emotional feelings sustain in mind until they will buy the product. (Lafferty and Goldsmith 2002).

4.2. Environmental Responses

There is criticism on slight understanding of environmental factors that affect on purchasing behavior but some authors described the impact of environmental variables on behavior. Research on marketing suggested that environment create certain type of experience, which is used to generate a sense that promote or sell the product or service. Sensory stimuli and information rate are major determinants of environmental responses. Various environmental conditions like background music and atmosphere of stores attracted the consumers to spend more time and purchase any product. (ADELAAR, et al. 2003).

Environmental attitudes are determined through attitude theory and referred as beliefs. These attitudes are consisted of norms and those beliefs on which individual perception is formed and this perception should be used as judgment rather than attitude. (Heberlein and Wisconsin 1998). Sensory stimuli can hinder the system of self-control and can reduce the capacity of consumer to oppose the persuasion engage in craving moment. (Kappas 2002). Impulse buying are those purchases that consumers want to purchase but yet not have been decided what they want to buy and which specific product they will purchase. (Lafferty and Goldsmith 2002).

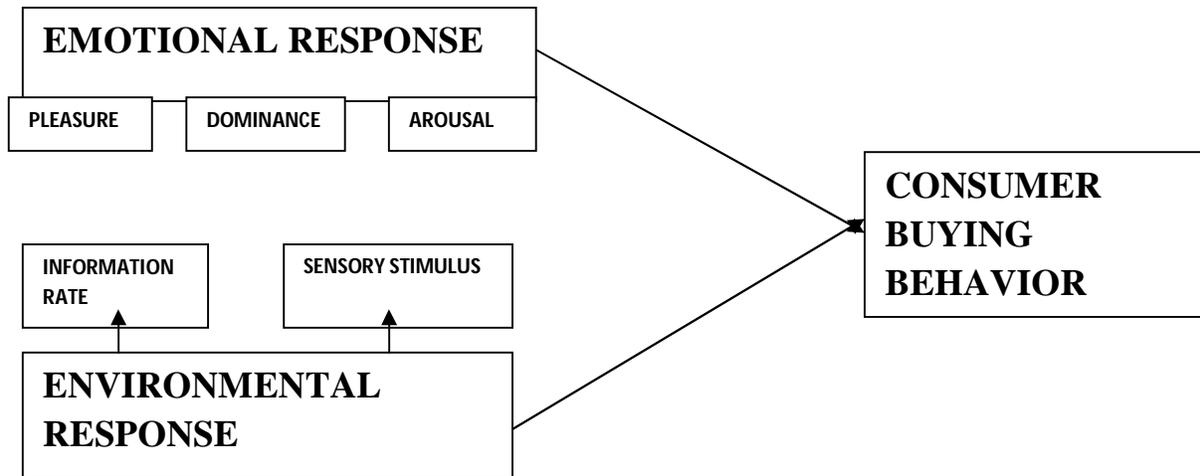
4.3. Mobile Phone Manufacturing Companies in Pakistan

Due to increasing trend of globalization and information technology, like all over the world mobile phone sector is also flourishing in Pakistan. According to Pakistan telecommunication authority (PTA) mobile users have increased now up to 98 million. International mobile phone companies are focusing to increase their investment in Pakistan due to elevated demand of cell phones. There is a variety of mobile companies as Nokia, Samsung, Q Mobile, LG mobiles, Apple, BlackBerry, China mobiles, Sony Ericson, Motorola and others. Nokia is originated from Finland and playing a role of market leader in all over the world including Pakistan. It has the highest market share of above 40% among other companies. Samsung mobiles introduced best quality android handsets and it is the second famous company in Pakistan after Nokia. Now China mobiles have surged their sales over 50% from last year's (2009-2010) and gain more popularity in Pakistan due to its lower cost. Due to cheap mobile set people give preference to take more than 1 mobile, so buyers of China mobiles are significantly increase. People can obtain more features and attributes than others at lower price. There is bombardment of cellular phone advertisements on television and every company spend large amount of their budget to gain competitive advantage over competitors.

These promotion strategies are constructive to generate emotional, environmental responses and affect on purchase intentions of consumers.

After reviewing the literature review and searching different studies it has found that there is gap of research in the area of mobile manufacturing companies and how people are influenced by advertisements as well as the role of effective advertising. So this research is conducted on the issue of effective advertising impact on purchase intension in mobile vendor companies by using the variables of emotional responses which has independent factors of dominance, arousal and pleasure, environmental reactions as well taken as independent variables.

5. THEORETICAL FRAMEWORK



5.1. Emotional Response Vs Consumer Buying Behavior

An imperative part of effective advertisement is emotional response that is the capacity to remember the brand displayed in ad and purchase the brand. The ability of positive attitude is stronger than negative attitude towards any product (Lafferty and Goldsmith 2002). The actual sense of consumer buying behavior is to buy a particular manufactured goods or services. (ADELAAR, et al. 2003). The aim of consumer buying behavior is to determine how clients behave in certain manner but in diverse situations.(Ayanwale., Alimi and Ayanbimipe 2005). Adelaar, et al (2003) study suggested that there are three independent factors affecting on emotional responses as,

- (1) **Pleasure:** it is a condition of emotions that is portrayed as the extent to which an individual feels pleasurable, satisfied or happy, sad and good in particular circumstances.
- (2) **Dominance:** it is stated as the degree to which a person feels a control or free to take action in a specific situation.
- (3) **Arousal:** it is a condition of feelings change from attentiveness, stimulation, enthusiasm and activeness to feelings of tiredness, boredom and sleepy.

These factors become visible when consumer watches an advertisement about the brand and build up likeness for the brand then acquire it. (Lafferty and Goldsmith 2002). So hypothesis is formed as;

H1: *There is significant relationship between emotional response and consumer buying behavior of mobile phone purchaser's of Pakistan.*

5.2. Environmental Response Vs Consumer Buying Behavior

According to research of marketing environmental factors generate an effect on purchasing activities of customers. There are other factors affecting on impulse buying as materialism, ownership, craving moments, self exploration and after purchase decisions. (Greenely and Foxall 1997)Sensory inflection and rate of information comprises environmental reaction and information rate is to obtain information through advertisements. (ADELAAR, et al. 2003). Hence, two main factors of environment as,

Sensory stimuli; can hinder the mechanism of self control which can obstruct the aptitude of consumers to oppose the persuasion to employ in desire moment. Sensory inflection included sight, touch and noise that influence on decision making

Information rate can influence customer to obtain information from advertisement. Therefore to text lyrics, music, picture, and videos, which are firmly related with each other and are revealed in advertisement? (ADELAAR, et al. 2003). So hypothesis is formed as;

H2: *There is significant relationship between environmental response and consumer buying behavior of mobile phone purchaser's in Pakistan.*

6. RESEARCH METHODOLOGY AND FINDINGS

The target population of this study was the all persons having experience of using mobile phone sets from different companies. The data was collected from Seven cities of Pakistan i.e.(1)Islamabad, (2) Rawalpindi, (3) Lahore,(4) Sahiwal, (5) Kohaat,(6) Wanna and (7) Peshawar. The current study used non probability sampling technique for the sake of data collection. Standardized pre tested, adapted questionnaire tool was implied and constructs of the variables were adopted from previous studies. Sample size was (N=300), distributed among respondents and were returned completely. The information about respondent's age, gender and qualification was measured on nominal scale.

Table 1. Demographic Information

Age:	Percentage:
1. (Less than 18)	10%
2. (18 - 25)	22%
3. (26 - 35)	25%
4. (36 - 45)	21%
5. (above 45)	22%
Gender;	
Male:	54.65%
Female:	45.35%
Qualification:	
1. Below matriculation	27%
2. Under graduation:	43%
3. Above graduation:	30%

Various options were given and asked which mobile you would purchase after watching advertisement i.e.

Nokia	Samsung	China mobile	Q Mobile	I phone	Blackberry	LG	Any other
34%	25%	16%	9%	5%	1%	8%	2%

Furthermore, price of the mobile phone was asked to know that how much consumers would like to pay for their desired cell phone set after make an impact on effective add. The next section was about the variables and the constructs were measured on five point likert scale (1= strongly disagree, 5= strongly agree). Emotional responses 11 items and environmental responses 6 items were taken from preceding studies (Adelaar et al.,2003;Bijmolt et al., 1998). Consumer buying behavior dependent variables items were adapted from (Dittmar et al., 2004). Face and content validity were ensured by academicians and advisors of the university. The pilot draft of questionnaire was distributed among 15 people to check the reliability of each item. Collected responses were analyzed by using SPSS and study employed reliability analysis, descriptive statistics, Regression and Correlation assessment.

Table 2. Reliability Analysis

Dimension	Items	Cronbach's alpha
Consumer behavior	4	.701
Emotional responses:		
pleasure	5	.837
arousal	3	.724
Dominance	3	.737
Environmental responses:		
Sensory stimuli	3	.753
Information rate	3	.754
Overall reliability	21	.933

Above table shows that all the items have more than 0.70 value that reveal high internal consistency among responses. It is suggested by hair et.al, (1998) the accepted edge of reliability should be 0.70. Emotional Responses element pleasure has the highest value ($\alpha = .837$) and in environmental responses information rate items show more internal consistency ($\alpha = .754$).

The mean value of emotional responses dominance factor has greater mean score among all other. Arousal and feelings of pleasure show also better values, means that consumer feel happiness after watching advertisements. Environmental responses also have higher values but these are less influencing than emotional sensations.

Table 3. Regression Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 ^a	.629	.623	.50717	1.992
a. Predictors: (Constant), information, emotional feelings pleasure, sensory, arousal, dominance					
b. Dependent Variable: consumer behavior					

Table depicts the model summary of regression analysis in which adjusted R^2 explain how much change is occurred in consumer buying behavior cell phone sets due to emotional as well as environmental responses exposed in advertisements. The value of adjusted R^2 (.623) showed that 62.3% change in consumer buying behavior is because of independent dimensions. The results (Durbin Watson=1.992) also revealed the model fitness and no auto correlation.

Table 4. Model Fitness

ANOVA Statistics						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.267	5	25.653	99.733	.000 ^a
	Residual	75.623	294	.257		
	Total	203.891	299			
a. Predictors: (Constant), information, emotional feelings pleasure, sensory, arousal, dominance						
b. Dependent Variable: consumer behavior						

ANOVA table 2.4 illustrates the overall regression model fitness ($DF=294$, $p=.000$, $F=99.733$) for the data. Table shows that the emotional and environmental responses of effective advertising considerably predict the consumer buying behavior.

Table 5. Correlation Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	.419		
	Emotional feelings pleasure	.150	.064	.147	2.335	.020
	Arousal	.199	.056	.206	3.547	.000
	Dominance	.222	.057	.231	3.925	.000
	Sensory	.173	.046	.185	3.725	.000
	Information	.148	.046	.169	3.205	.001
a. Dependent Variable: consumerbehavior						

In above table un-standardized coefficients indicate that how much dependent variable varies with independent variable. The value of dominance ($\beta=.222$) show that this factor causes 22.2% change in dependent variable consumer buying while all other factors remains constant. The coefficient of emotional feelings pleasure is ($\beta=.150$). It means that if other variables remain constant, then change in pleasure leads to increase about 15% in consumer behavior. All dimensions have ($p < .05$) significance values. Dominance has the highest value ($t= 3.925$) which show positive effect on purchase behavior. Pleasure, arousal, sensory stimuli and information rate also has high values i.e. ($t=.2.335$), ($t=3.547$), ($t=3.725$), ($t=3.205$) respectively.

Table 6. Correlation Analysis

		Correlation Coefficients					
		Consumer behavior	Emotional feelings pleasure	arousal	dominance	Environmental Sensory stimuli	Information rate
Pearson Correlation	Consumer behavior	1.000	.690	.689	.694	.627	.651
	Emotional feelings pleasure	.690	1.000	.742	.755	.608	.613
	Arousal	.689	.742	1.000	.699	.577	.629
	dominance	.694	.755	.699	1.000	.550	.630
	Sensory	.627	.608	.577	.550	1.000	.635
	Information rate	.651	.613	.629	.630	.635	1.000
Sig. (1-tailed)	Consumer behavior	.	.000	.000	.000	.000	.000
	Emotional feelings pleasure	.000	.	.000	.000	.000	.000
	arousal	.000	.000	.	.000	.000	.000
	dominance	.000	.000	.000	.	.000	.000
	sensory	.000	.000	.000	.000	.	.000
	Information rate	.000	.000	.000	.000	.000	.

The correlation analysis designated that emotional response dominance has a significant highest value (r=.694). The pleasure dimension has the value (r=.690) and it exerts considerable impact on dependent variable consumer purchase behavior. The third factor of emotional response is arousal (r=.689) also perfectly positively associated with consumer buying behavior. Then environmental response variable sensory stimuli has the value (r= .627). It means that the sensory stimuli are also very critical and it has positive association with supply consumer behavior. Information rate (r=.651) is the second dimension of environmental response and has also perfect correlation with consumer buying behavior.

7. CONCLUSION AND DISCUSSIONS

It has been observed by reviewing the findings that effective advertising is the major source to generate sensations in consumers which motivate them to buy advertising mobile phone products. Analysis revealed that the emotional responses created feelings of pleasure, arousal and dominance after watching television ads. In reliability analysis all the items have highest internal consistency which means that the responses are authentic for this research. In regression and correlation coefficient all the items have positive values that predicted critical relationship between advertisements and consumer buying behavior. Results about pleasure showed that people feel happy, hopeful, pleased, satisfied as well as relaxed. Therefore, Findings about arousal showed consumer's excitement, stimulation and get frenzied. Furthermore, environmental responses conveyed in ads build sensory modulation and consumer's thinking match with advertisement message. So, they thought that add is appealing, entertaining and attract their attention. It is concluded from outcomes, that consumers felt good about the instantaneous display of information shown in ads through images and texts. Customers are satisfied with that information rate because ads exactly told them what they are expecting. All these results facilitated the acceptance of above mentioned hypothesis.

At last, it is concluded that both the emotional as well as environmental responses in advertisements have great influence on consumer buying behavior and majority of people buy mobile phone sets after watching television ads. But emotional responses have greater impact than environmental because people want to buy those things that satisfy them and to which they are emotionally attached. Recently, cell phone Price and age also related to some extent and it is revealed that adults want to purchase costly mobile phone as compare to parents and old age group. Accordingly, consumers consider that ads regarding Nokia and Samsung are more attractive, so results revealed that people prefer to buy them as compared to other cell phone. Now a day's china mobiles are also getting familiarity due to features and cost effective qualities. Q mobile is emerging brand of Pakistan but consumers do not prefer to buy it as compared to other mobile phone brands.

8. IMPLICATIONS AND LIMITATIONS

The above findings recommend number of managerial implications for advertisers targeting those customers who are interested in purchasing mobile phones in Pakistan. So, these consumers are major group for advertisers and

marketers to study their buying behavior because these purchasers are important for their effective advertising strategies. Findings of this study are also crucial for future researches. By applying these results advertisers can make more appealing ads to change the consumer buying behavior and attract more customers. Limitations of this study are that there are many variables related to consumer buying behavior and can change their attitude regarding mobile phones. Just effective ads are not the source to magnetize the consumers but those dimensions are ignored in this study. This study collected the data from different cities of three provinces but sample size was too small due to which generalizability of findings can be reduced.

REFERENCES

1. Abideen, Zain-Ul-, and Salman Saleem. "Effective advertising and its influence on consumer buying behavior." *European Journal of Business and Management* Vol 3, No.3: 55-65.
2. Abideen1, Zain-Ul, Waqas Farooq, and Abdul Latif. "how urban children process advertising message:special reference totelevision advertising in pakistan." *African Journal of Business Management*, May 2011: 3962-3974.
3. Adelaar, Thomas, Susan Chang, Karen M. Lancendorfer, Byoungkwan Lee, and MARIKO MORIMOTO. "Effects of media formats on emotions and impulse buying intent." *Journal of Information Technology*, 2003: 247-266.
4. Arens, Williams F. "Contemporary Advertising. USA: Richard D. Irwin, A." *Times Mirror Higher Education Group*, 1996.
5. Ayanwale., A., T Alimi, and M. A Ayanbimipe. "The Influence of Advertising on Consumer Brand preference." *Journal of Social Science* 10(1) (2005): 9-16.
6. Bolatito, Ojenike. "Effects of advertising on consumer preference for telecommunication in nigera." *New Media and Mass Communication*, 2012: 1-5.
7. Bovee, L. C., V. J Thill, G. P. Dovel, and M. B. Wood. "Advertising Excellence. McGraw Hill." 1995.
8. Bovee, L. C., Thill, V. J., Dovel, G. P. & Wood, M. B. "Advertising Excellence. McGraw Hill." 1995.
9. Clark et, al. "The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data. *Quant Mark Econ*." 2009: 207-236.
10. Etzel, M.J, B. J Walker, and W. J Stanton. "Marketing. USA: Irwin/Mc-Graw Hill." 1997.
11. Greenely, G, and G. Foxall. "Consumer's Emotional Response to Service Environments, working paper no. RP9717, Aston Business School, Aston University, Brimingham, UK." 1997.
12. Heberlein, T. A, and M Wisconsin. "Environnemental Attitudes." *ZfU*, 1998: 241-270.
13. Hussainy, S. K, K Riaz, A. K Kazi, and G. M Herani. "Advertising Styles Impact on Attention in Pakistan." *KASBIT Business Journal*, 1(1) (2008): 28-38.
14. Kappas, Arvid. "What is Emotion?" 2002.
15. Lafferty, B. A, and R. E Goldsmith. "Consumer response to websites & their influence on advertising effectiveness.Internet research." *Journal of Electronic Networking Application and Policy* 12(4) (2002): 318-328.
16. Proctor, R, and M. A Stone. "Marketing Research. Great Britain: Macdonald and Evans Ltd." 1982.
17. Smith, R. E, and W. R Swinyard. "Attitude- Behavior Consistency: The Impact of Product Trial versus Advertising." *Journal of Marketing Research*, 1983: 257-267.