



THE INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOR FOR CONSPICUOUS PRODUCTS

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ABSTRACT

This research articulates the influence of advertising on consumer buying behavior for conspicuous products. Aim of conducting this study was to analyze the impact of advertising liking and advertising attitude on consumer buying behavior, mainly to investigate that either the advertisements are effective to convince a people to spend money on conspicuous products or to influence their buying behavior. Findings of this research will be beneficial to overcome the problem of either the advertisers should focus more on advertisements contents and effectiveness of advertisements. In order to investigate this, data was collected by showing different advertisements to the responders and it was asked for to fill up the questionnaire. According to our findings, there is a significant and positive influence of advertising on consumer buying behavior for conspicuous products.

Keywords: Advertisement, Buying Behavior, Influence, Conspicuous Products, Consumer, etc.

1. Introduction

1.1 Overview

People buy conspicuous goods for the status purpose which influences their attitude, personality, social status and many other factors, but what makes people to be influenced by any good? As conspicuous goods are consumed for image purpose. There are many factors which influence consumers buying behavior from which "Advertising" is a very crucial factor which has a very vital influence on the consumers buying behavior. Advertising builds and enables a product's or brand's image in the eyes of consumers and then they're ready to compensate for that product or brand. In today's world people buy those products which they see and become aware of that. Advertisement itself does not impact on consumers' buying behavior. Advertisement has its elements that influence the consumer buying behavior. From these elements in this research two main factors are going to be investigated are advertisement liking and advertisement attitude. As advertising is a source of communication which influences peoples' mood, behavior, and their buying decision for any product or service so this is a very strong and influential tool to persuade and convince people to buy any product. Advertising is only a unique method by which consumers become aware of products and services and then they become

influenced by it (depends upon how an advertisement is unique, motivational, and influential?). The category of products which is mostly used for showing social status is luxury or conspicuous products for instance Perfumes, Cell phones, Apparels, Wrist watches, Shoes etc. Peoples are very careful and sensitive when it comes to status products because the products which they use or buy either for themselves or for giving to others as a gift so at that time an advertisement for any conspicuous good is a very helpful tool to convince and attract that consumer to purchase that product. So we consider advertising as an essential necessity for establishing a product's image. Without advertising, goods would be interchangeable and could not gain the distinct meaning. This research is all about how an advertisement can influence the consumers' buying behavior for conspicuous products.

1.2 Problem Statement

Peoples purchase conspicuous goods for image reasons that advertising creates a brand's image. Also conspicuous goods are purchased not only to satisfy material needs but also social needs. So for this reason advertisement is a very vital need for these products because it has a very significant impact on consumer's buying behavior.

1.3 Hypothesis

H1: There is a positive influence of advertisement liking on consumer buying behavior for conspicuous products.

H2: There is a positive influence of advertisement attitude on consumer buying behavior for conspicuous products.

H3: There is a positive influence of national advertisement liking on consumer buying behavior for conspicuous products.

H4: There is a positive influence of national advertisement attitude on consumer buying behavior for conspicuous products.

H5: There is a positive influence of international advertisement liking on consumer buying behavior for conspicuous products.

H6: There is a positive influence of international advertisement attitude on consumer buying behavior for conspicuous products.

1.4 Outline of the Study

This research is based on 5 chapters. Chapter 1 describes the theoretical background of problem for which the research was carried out and in common influence of advertising is examined on consumer buying behavior. In Chapter 2 critical review of literature (A literature review is an inspection comprises a crucial and inward profoundness rating by former explorer) is discussed. Chapter 3 elaborates the methodology adopted including Data Sources and collection ways, Sampling Technique, Sample Size, and Statistical Technique are discussed. Chapter 4 includes end results which are made on the basis of analysis and hypotheses based summary. Conclusions and necessary recommendations are there for future research in Chapter 5.

2. Literature Review

Kazemi and Esmaeili (2010) investigated that there is an affirmative relationship between advertising and expenditure. They studied that TV advertising is mainly chosen by majority from the answerers by entirely the mass medium practiced in research. Richly affection for advertising represented foreground for companies that would like not just to continue their commercialize but to gain their commercialize apportion. With reference to the telecasting makes up the most efficient mass medium practiced in publicizing a product. In examination of

these, a lot of grandness ought to be given to TV since a tool for showing advertisements because of moving pictures; jingles, and special illustration, landscape coverage also the product can be demonstrated and expressed on television. The companies had better use incorporated publicizing of their merchandise and afford a lot of budgets to telecasting advertisements ascribable the consumers' orientation thereon.

Ayanwale, Alimi and Ayanbimipe (2005) explained that television ad comprised primarily desirable by absolute majority from the responders from each the métiers utilized in their research. It showed that advertising serves as a leading tool around in making brand consciousness and specify the psyche of a latent consumer to acquire ultimate purchasing option. Because of gamy orientation to publicizing makes up consequently played up for companies that desire to not alone hold on to their marketplace but acquire inferential schemes to gain their market portion. With orientation to the advert mass medium, the report disclosed that telecasting comprises presently the most cogent of complete métiers practiced in publicizing an intersection. Further disclosed that in examination of these additional thoughtfulness must lean to telecasting because a métier of publicizing. They concluded that the rationale for these might be is that TV coalesces action, sound, and special visual effects. The product could be verified and expressed upon telecasting.

Ashaduzzaman and Asif-Ur-Rahman (2011) investigated that T.V advertising has a great influence on women in case food preferences and consumption behavior. The products which were advertised have an edge over the products which are not advertised in terms of consumption. The advertisement was put-upon to set up a primary consciousness of the merchandise upstairs of the likely consumer and to gain noesis on them. The assumed common function of the promoting is to allow the consumers with the correct measure of awareness around the product, which is associated to the aim of the rivalry and to extradite the consumer atonement. The advertisement played a very important task in presenting a fresh product to the consumer and also supports in building better choice during the shopping. The consumers preferred to acquire branded and standardized products which were more advertised on television. Also they explained that the show time and quality of the advertisement influence directly the consumer behavior.

Bamoriya and Singh (2011) examined that in present era advertising is criticized because of eroding trustworthiness, exploitation of facts, and promotion of money-oriented values. They stated that such type of criticism can be a sign of switching of consumer concentration and it will lead to the possible loss of productive markets. Further they suggest that probability of careful dispensation of advertisements is lower due to the higher number of advertisements. Too little time and intellectual resources made it tricky for the audience to contribute enough attention to most advertisements. The advertising message's Information and trustworthiness had the most impact on consumers' attitude towards advertising and marketers should effort hard on these features to bring positive ad attitude. The fundamental use of the advertising constituted to make available the consumers with the proper information concerning the products or services. The implementation of the publicizing indoor a system was interestingly mounting and several enquiries believed it equally an authoritative element that could mold the purchasing conduct of the consumers.

Zain-Ul-Abideen and Saleem (2011) found that there is a common relationship between the absolute variables which are environmental reception and emotive reaction but deep investigation explained that emotional response of consumer purchase behavior had a significant relationship with the consumer purchasing conduct. Further they explained that people buy the brands to which they're most emotionally bound. Further they explored that there is a pathetic relationship between environmental responses with the consumer purchasing conduct letting in the attitudinal in addition to behavioral prospects of the consumers purchasing behavior. So by the study it was concluded that emotional response had a great impact on consumers buying behavior as compared to environmental response.

Pongiannan (2011) compared the effectiveness of advertising of both television and World Wide Web when it comes to the respondents' perception and their buying behavior. Advertising was a very dynamic way to convince people to buy something and make them aware of latest products or services. The advertiser conveyed the advertising message to the target audience through the advertising media. The selection of the right media was a

prerequisite among a number of media for advertisements because success of an advertisement relies on updating the public about the right product at the right time via accurate medium. Television was broadly accepted than other media because of its creativeness and affect, reportage and cost affectivity, enslavement and tending, selectivity and flexibleness. In contrast, World Wide Web was the most popular commercial element of Internet is presently being used for a variety of reasons.

Shoaib, Bilal, iqbal, Hassan and Sher (2012) found a proper connection between celebrity and product was a significant part because it created a good impact, built a brand identity and encouraged more and more people towards the product. Bollywood stars to some degree kept stimulating the brand identity; modified the interest and style of people. Respondents were well-known with these Bollywood stars through movies whereas other respondents were well-known with these stars because of discussions made with peer group. Respondents also felt it excellent and confidence when they use product that is promoted by Bollywood stars. Respondents considered that well-known stars are central aspect of ads. Because well-known stars provided the complete information about the product's features and also in a better way but these stars must be fashionable icon, attractive and well-known among people as well. Bollywood stars kept on the identity of product revitalize in the minds of consumers also influence and promote them towards the brand while people hold on to the product that was endorsed by Bollywood stars for extended time and they easily remember at the time of shopping as compared to Lollywood stars.

Bashir and Malik (2010) revealed that there are three fundamental features in an advertisement which can influence the audience are personality, caption, and appeal. Advertisement was considered as a reliable source of information by the consumers as compared to others opinions. Any income group could be affected by the advertisement, but expensive manufactured goods and recurrence of advertisement cannot affect the buying attitude. Consumers were tempted by the charm and personality victimized in the particular brand ads. They also came to the conclusion from their findings that about 43-82% responders were convinced to buy the product due to ad. Also they concluded that 28%-49% of the respondents were convinced by the solicitation in the ad which means that advertising set affect consumer behavior to a larger degree. They also displayed that potency of attract and the leverage of product delivered non-significant relationship. Also they revealed that 36%-38% of the consumers were convinced by the personality used in ad of peculiar brand and consequences in addition to showed that only 29% - 41% of consumers comprised persuaded through subtitle utilized in ad of particular brand.

All-Share and Salaimh (2010) concluded that TV advertisements can change the consumers' attitude. So TV ads impacted consumer behavior by convincing them to purchase the specific merchandise by steady advertisements. So they concluded that the TV advertising is more vital media for both producer and consumer because it facilitated their operations of selling and buying the product.

Goldsmith and Lafferty (2002) investigated in their research that consumers like television and magazine advertisements more than the advertisements which they see on internet. Their research indicated that the advertisements were not so helpful to inspire the feelings of consumers. They further concluded that television media is more powerful than any other form of media in order to catch the attention of the customers and affect their attitude and behavior. The economic experts observed that the advertising acts as an important force on the consumer behavior.

Shrum, McCarty and Lowrey (1995) investigated those persons who are more careful when they are buying any product they are doubtful about advertising. Women were more careful when they were buying any product which builds their mind that not to believe on advertisements, that means there is an inversely relationship between their tendency of careful buying and the advertising. They believed strongly that advertising insult their expertise and those they will not purchase any product whose advertising they do not like. So they said that advertisers must be more careful and they must not disaffect these types of consumers with deceptive, wrong or no justifiable statements if they take it lightly then a counterattack may happen whereby the green consumer may build up harmful insights of the brand.

Dodson and Muller (1978) pointed out that advertising has a great impact on consumers' attitude. With the boost in the level of advertising there was an increase in the attitude which in resultant has a directly proportional effect on in boost in sales. That meant sales were increased with the increase in the level of attitude and attitude increase with the level of increase in advertising. It was significant while making an ad to sympathize how customers will think of our products and product benefits and also employ the terminology that consumer can translate. It was likewise significant that the product and the advertisement content must comprise the nodes of the ad. The achievement of ad incorporated in whether it molds or not, the demeanor of the eventual consumer.

Hoch and Ha (1986) investigated that consumers do not believe on the proclamations of advertisers which meant consumers want the verification of the advertisers' claims about their products but at the same time they take help from the advertisements when they need or want to purchase anything or we can say that to make healthier buying decision. In their research they pointed out that consumers in real do not need any such evidences or proofs of authenticity of the claims of the advertisers they just believe on the advertisers' claims without any careful consideration. Also the evidences could not go against the claims of advertisers but for advertisers. Consumers felt it difficult to access the significance of information claimed by the advertisers and as a result they believe on the advertisers claims. Consumers were inspired to make fine decisions not always the superior decisions and they are preferred to identify adequate rather than obligatory rules of consumptions. The consumers had to agree on how authentic the truth is and how to the point it is to their soul conditions in living and to their behavior as consumers. This assessment stage could cause substantial troubles for advertisers. Most customers inclined to misinterpret the fact in advertising because they infer that the aim of the publicizing is to sway. Their research findings also suggested that these consumers believe more on print media than television advertising. Therefore, if an advertiser made a statement and the consumer verified it through product testing that the claim is convincing, the consumer may not really worry whether other brands in the same category also assure that claim.

Millar and Choi (2003) investigated that there is a very wide role of knowledge intermediary (advertising) in influencing consumer preference and awareness. Advertising increased the strength of the brand as well as it differentiated it from other brands also builds the reputation of the organization in the eyes of consumers and enabling them to understand and measure the significance of it. It also enabled consumers to trust on the brand and make buying decision, buy it, buy it again and again, utilize it and utilize it differently. Advertising acted as a fundamental part in communicating the organization messages to its intended audience. Advertising dealt with the responsibility of being an intermediary in the communication and motivation to act about products (both tangible and intangible) and specially brand morals between producer and customers.

Zufryden (1987) proposed a model which gives a possibly practical media planning instrument that can assist advertising managers estimate media tactics and pick appropriate media agenda. This model focused on the influence of advertising on consumers purchase behavior dynamics. Further he concluded with an evaluation of the possible potencies and restrictions of the proposed model as an instrument for advertising media investigation and forecasting in practice.

3. Research Method

3.1 Method of Data Collection

The data employed for this analyze was held from Direct Source. The data for the study was accumulated through way of integrated questionnaire. Two hundred and eighty (280) replicates of questionnaire were filled by the respondents.

3.2 Sampling Technique

The convenient Sampling technique was used to investigate the formulated research hypotheses.

3.3 Sample Size

The data for the study was accumulated through way of integrated questionnaire. Two hundred and eighty (280) replicates of questionnaire were filled by the respondents.

3.4 Research Model Developed

1. Y (Consumer buying behavior) = $C + \beta_1$ (Advertising Liking) + ET
2. Y (Consumer buying behavior) = $C + \beta_2$ (Advertising Attitude) + ET
3. Y (Consumer buying behavior) = $C + \beta_3$ (National Advertising Liking) + ET
4. Y (Consumer buying behavior) = $C + \beta_4$ (National Advertising Attitude) + ET
5. Y (Consumer buying behavior) = $C + \beta_5$ (International Advertising Liking) + ET
6. Y (Consumer buying behavior) = $C + \beta_6$ (International Advertising Attitude) + ET

3.5 Statistical Technique

Simple Linear Regression is used to investigate the formulated research hypotheses. The technique was applied using Statistical Package for Social Sciences (SPSS).

4. Results

4.1 Findings and Interpretation of the Results

The application of SLR analysis through SPSS software method, because this type of analysis is highly recommended for the following results appeared:

H1: There is a positive influence of advertisement liking on consumer buying behavior for conspicuous products.

Table 4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 ^a	.359	.357	.35864

a. Predictors: (Constant), Advertisement Liking

The R Square value is 0.359 or 35.9% which is very low and it shows a very weak relationship between the model and the dependent variable that is buying behavior or we can state that the ability of the model to predict the dependent variable is very low.

Table 4.2 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.024	1	20.024	155.679	.000 ^a
	Residual	35.757	278	.129		
	Total	55.781	279			

a. Predictors: (Constant), Advertisement Liking

b. Dependent Variable: Buying Behavior

The F-statistic value are 155.679 which are > 3.84 that means advertisement liking has positive influence on consumer buying behavior that means H1 is accepted. The "Sig" value of F-statistic 0.000 which is < 0.05 which means the results are significant.

Table 4.3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.726	.150		4.840	.000
	Advertisement Liking	.686	.055	.599	12.477	.000

a. Dependent Variable: Buying Behavior

The value of B is 0.686 and is positive. “Sig” value of beta is 0.000 which is < 0.05 that means results are significant and advertisement liking has positive influence on consumer buying behavior that means H1 is accepted.

H2: There is a positive influence of advertisement attitude on consumer buying behavior for conspicuous products.

Table 4.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671 ^a	.450	.448	.33208

a. Predictors: (Constant), Advertisement Attitude

The R Square value is 0.450 or 45% which is low and it shows a weak relationship between the model and the dependent variable that is buying behavior or we can state that the ability of the model to predict the dependent variable is low.

Table 4.5 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.124	1	25.124	227.827	.000 ^a
	Residual	30.657	278	.110		
	Total	55.781	279			

a. Predictors: (Constant), Advertisement Attitude

b. Dependent Variable: Buying Behavior

The F-statistic value are 227.827 which are > 3.84 that means advertisement attitude has positive influence on consumer buying behavior that means H2 is accepted. The “Sig” value of F-statistic 0.000 which is < 0.05 which means the results are significant.

Table 4.6 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.678	.127		5.318	.000
	Advertisement Attitude	.799	.053	.671	15.094	.000

a. Dependent Variable: Buying Behavior

The value of B is 0.799 and is positive. “Sig” value of beta is 0.000 which is < 0.05 that means results are significant and advertisement attitude has positive influence on consumer buying behavior that means H2 is accepted.

H3: There is a positive influence of national advertisement liking on consumer buying behavior for conspicuous products.

Table 4.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.294	.292	.48357

a. Predictors: (Constant), Advertisement Liking (National Products)

The R Square value is 0.294 or 29.4% which is very low and it shows a very weak relationship between the model and the dependent variable that is buying behavior or we can state that the ability of the model to predict the dependent variable is very low.

Table 4.8 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.085	1	27.085	115.824	.000 ^a
	Residual	65.009	278	.234		
	Total	92.094	279			

a. Predictors: (Constant), Advertisement Liking (National Products)

b. Dependent Variable: Buying Behavior (National Products)

The F-statistic value are 115.824 which are > 3.84 that means advertisement liking of national products has positive influence on consumer buying behavior that means H3 is accepted. The “Sig” value of F-statistic 0.000 which is < 0.05 which means the results are significant.

Table 4.9 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.941	.173		5.444	.000
	Advertisement Liking (National Products)	.631	.059	.542	10.762	.000

a. Dependent Variable: Buying Behavior (National Products)

The value of B is 0.631 and is positive. “Sig” value of beta is 0.000 which is < 0.05 that means results are significant and advertisement liking of national products has positive influence on consumer buying behavior that means H3 is accepted.

H4: There is a positive influence of national advertisement attitude on consumer buying behavior for conspicuous products.

Table 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.466	.464	.42057

a. Predictors: (Constant), Advertisement Attitude (National Products)

The R Square value is 0.466 or 46.6% which is low and it shows a weak relationship between the model and the dependent variable that is buying behavior or we can state that the ability of the model to predict the dependent variable is low.

Table 4.11 ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.922	1	42.922	242.664	.000 ^a
	Residual	49.172	278	.177		
	Total	92.094	279			

a. Predictors: (Constant), Advertisement Attitude (National Products)

b. Dependent Variable: Buying Behavior (National Products)

The F-statistic value are 242.664 which are > 3.84 that means advertisement attitude of national products has positive influence on consumer buying behavior that means H4 is accepted. The “Sig” value of F-statistic 0.000 which is < 0.05 which means the results are significant.

Table 4.12 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.599	.142		4.219	.000
	Advertisement Attitude (National Products)	.862	.055	.683	15.578	.000

a. Dependent Variable: Buying Behavior (National Products)

The value of B is 0.862 and is positive. “Sig” value of beta is 0.000 which is < 0.05 that means results are significant and advertisement attitude of national products has positive influence on consumer buying behavior that means H4 is accepted.

H5: There is a positive influence of international advertisement liking on consumer buying behavior for conspicuous products.

Table 4.13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 ^a	.371	.369	.40959

a. Predictors: (Constant), Advertisement Liking (International Products)

The R Square value is 0.371 or 37.1% which is very low and it shows a very weak relationship between the model and the dependent variable that is buying behavior or we can state that the ability of the model to predict the dependent variable is very low.

Table 4.14 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.495	1	27.495	163.892	.000 ^a
	Residual	46.639	278	.168		
	Total	74.134	279			

a. Predictors: (Constant), Advertisement Liking (International Products)

b. Dependent Variable: Buying Behavior (International Products)

The F-statistic value are 163.892 which are > 3.84 that means advertisement liking of international products has a positive influence on consumer buying behavior that means H5 is accepted. The “Sig” value of F-statistic 0.000 which is < 0.05 which means the results are significant.

Table 4.15 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.720	.132		5.457	.000
	Advertisement Liking (International Products)	.667	.052	.609	12.802	.000

a. Dependent Variable: Buying Behavior (International Products)

The value of B is 0.667 and is positive. “Sig” value of beta is 0.000 which is < 0.05 that means results are significant and advertisement liking of international products has a positive influence on consumer buying behavior that means H5 is accepted.

H6: There is a positive influence of international advertisement attitude on consumer buying behavior for conspicuous products.

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.436	.434	.38786

a. Predictors: (Constant), Advertisement Attitude (International Products)

The R Square value is 0.436 or 43.6% which is low and it shows a weak relationship between the model and the dependent variable that is buying behavior or we can state that the ability of the model to predict the dependent variable is low.

Table 4.17 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.313	1	32.313	214.801	.000 ^a
	Residual	41.821	278	.150		
	Total	74.134	279			

a. Predictors: (Constant), Advertisement Attitude (International Products)

b. Dependent Variable: Buying Behavior (International Products)

The F-statistic value are 214.801 which are > 3.84 that means advertisement attitude of international products has a positive influence on consumer buying behavior that means H6 is accepted. The “Sig” value of F-statistic 0.000 which is < 0.05 which means the results are significant.

Table 4.18 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.671	.119		5.641	.000
	Advertisement Attitude (International Products)	.767	.052	.660	14.656	.000

a. Dependent Variable: Buying Behavior (International Products)

The value of B is 0.767 and is positive. “Sig” value of beta is 0.000 which is < 0.05 that means results are significant and advertisement attitude of international products has a positive influence on consumer buying behavior that means H6 is accepted.

Table 4.19

Hypotheses	R-Square	F-Value	Beta	Sig value <0.05	Empirical Conclusion
H1: There is a positive influence of advertisement liking on consumer buying behavior for conspicuous products.	0.359	155.679	0.686	0.000	Accepted
H2: There is a positive influence of advertisement attitude on consumer buying behavior for conspicuous products.	0.450	227.827	0.799	0.000	Accepted
H3: There is a positive influence of national advertisement liking on	0.294	115.824	0.631	0.000	Accepted

consumer buying behavior for conspicuous products.					
H4: There is a positive influence of national advertisement attitude on consumer buying behavior for conspicuous products.	0.466	242.664	0.862	0.000	Accepted
H5: There is a positive influence of international advertisement liking on consumer buying behavior for conspicuous products.	0.371	163.892	0.667	0.000	Accepted
H6: There is a positive influence of international advertisement attitude on consumer buying behavior for conspicuous products.	0.436	214.801	0.767	0.000	Accepted

5. Conclusion, Discussion, Implications and Future Research

5.1 Conclusion:

There is significant and positive impact of advertisement liking and advertisement attitude on consumer buying behavior for conspicuous products which means that it contributes much in influencing consumer buying behavior either these are national product advertisements or international products advertisements. In general advertisement liking and advertisement attitude has a significant and positive impact on consumer buying behavior for conspicuous products so advertisers must consider in their mind that advertisement liking and advertisement attitude play a major role in manipulating the consumer buying behavior for conspicuous products.

5.2 Discussion

This research shows that how advertisement liking and advertisement attitude impact on consumer buying behavior for conspicuous products. The main objective of the research was to identify whether there is significant and positive impact of advertisement liking and advertisement attitude on consumer buying behavior or not for conspicuous products, the data consists of different National and International advertisements consisted of four different categories of conspicuous products. The independent variables are Advertisement Liking and Advertisement Attitude and dependent variable is Consumer Buying Behavior for conspicuous products.

5.3 Implications

In general advertisement liking and advertisement attitude has a significant and positive impact on consumer buying behavior for conspicuous products so advertisers must consider in their mind that advertisement liking and advertisement attitude play a major role in manipulating the consumer buying behavior for conspicuous products.

5.4 Future Research

As the advertisement liking and advertisement attitude has a significant and positive impact on consumer buying behavior for conspicuous products so for future researcher it is advised that they must include other factors or elements of advertisement except of these two because they have their impact on consumer buying behavior so no need to investigate it again and again. Or future researcher must do this research on inconspicuous products with taking these two elements i.e. advertisement liking and advertisement attitude also can include other elements of advertisement.

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