

Impact of Television Advertisements on Consumer Behavior: Targeting the Young Customers

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ABSTRACT

Television advertisements are main source of income for the electronic media and have attraction for the viewers to attract towards purchase decision. This study aims to investigate young consumers view about advertising from the generation's perspective. It seeks to understand the effect of television advertising on consumer behavior and product sales. As past studies review, researcher found little about the implication of the young generation on advertising attitude in the marketing aspect. It looks into what kind of advertisement yields a favorable or unfavorable approach towards products. Using the survey method, the sample consisted of n=50 male and female college students of the age range of 16-20 years and the instrument for our research was a 12 item questionnaire with 3 response options that had been assigned specific score values. Contrary to past studies, their advertising attitude is found to be predominantly formed by negative beliefs. By understanding the views of the younger generation towards television advertising, the ads and their effectiveness can be further enhanced.

Keywords: Television, Advertisement, Consumer Behavior.

Introduction

The topic "Psychology of consumer behavior and a relationship between advertisement and product sale" aims at finding customers attitudes, intentions and behavior towards products. Such topics are studied under the branch of "*Applied Psychology*" as it is a blend of organizational, industrial, social and cognitive psychology. It employs a "*Marketing Technique*" in which a company effectively separates itself from competitors by leveraging its strengths to constantly give superior value to customers.

Consumer

A consumer is a person or entity who buys or utilizes goods and services. In other words, customer is a person who buys products and services for his or her own use. In the distribution chain of a good or service, it is an end user who is not always a buyer. Consumers have a critical part in a country's economic cycle. The consumer is also a member of the distribution network.

Consumer Behavior

It is the social process by which individuals, communities, or organisations and the procedures they employ to select, secure, utilise, and dispose of items, services, experiences, or ideas in order to meet their needs and desires. It is the sum of a customer's attitudes, preferences, intentions, and decisions about how they will behave in the marketplace while buying a product or service. It is an investigation into how customers make purchasing decisions and the elements that influence those decisions.

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Psychology, sociology, marketing, and economics all have a role in consumer behaviour. It investigates how emotions, attitudes, and preferences influence purchasing decisions. It is focused with all elements of purchasing behaviour, from pre-purchase activities to consumption and evaluation activities afterward.

Psychology of Consumer Behavior

Psychology of consumer behavior, in its broadest sense, is concerned with understanding both how purchase decisions are made and how products or services are consumed or experienced. To understand the mental processes used in purchasing decisions, some authors employ the concept of the “Black Box”, a figurative term used to describe the cognitive and affective processes used by a consumer during a purchase decision. Sproles and Kendall (1986), developed a consumer style inventory (CSI) consisting of 8 factors, such as: price-sensitivity, quality-consciousness, brand-consciousness, novelty-seeking, fashion-consciousness and habits.

Advertisements

Advertisement is something that is exhibited or presented to the public to help market a product or make an announcement (such as a short video or printed notice). Advertising is a method of communicating with a product's or service's users. In other words, it is a paid advertisement of things for sale in newspapers, magazines, radio, and television, among other places.

Advertising is the most effective means of reaching out to customers. It assists clients in learning about the many brands available on the market. Everyone, even children, young and old, is exposed to advertising. In today's competitive world, advertising is extremely vital. Advertising has become a requirement for everyone in today's world, whether they are the producer, the trader, or the buyer. It aids in the growth of sales. Advertising aids in the education of the general public on social concerns such as child labour, smoking, family planning, and education, among others.

Product Sale

It is the activity of increasing sales in exchange for money, recompense, or some other form of service. The price of a thing or service is determined by the exchange of a commodity or money. It is defined as follows by the American Society for Training and Development (ASTD):

“The holistic business system required to affectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and services for equitable value.”

The amount of goods sold in a certain time period aids in the calculation of product sales. It is a crucial factor in comprehending a company's operations. Many people consider it to be a type of *"persuasion art."*

Historical Perspective

History of Advertisement

Pre-modern History: Papyrus is used by Egyptians to create sale messages and wall posters. Another manifestation of an ancient advertising form is wall or rock painting for commercial advertising. The earliest known form of advertising in ancient China was oral, as evidenced by the use of bamboo flutes to sell confectionery, as documented in the Classic of Poetry.

19th Century: Advertising can be dated back to prehistoric civilizations. In the mid-nineteenth century, it became a dominant force in capitalist economies, based mostly on newspapers and magazines. In the 18th century, advertising began to appear in weekly newspapers in England. In the 1850s and 1860s, British newspapers catered to the growing affluent middle class, which was looking for a wide range of new products. The French daily La Presse was the first to publish it in June 1836. By 1900, the advertising

agency had established itself as the centre of creative planning, and advertising had become a vocation. In 1893, 104 businesses spent more than \$50,000 on national advertising.

20th Century: With new technologies such as direct mail, radio, television, the internet, and smart phones, advertising increased quickly in the twentieth century.

History of Consumer Behavior

17th Century: In the late 17th century, the consumer society arose. The middle class accepted new notions about luxury consumerism, as well as the increasing importance of fashion as a criterion for purchase instead of necessity.

18th Century: The trend of buying products vastly accelerated in the 18th century.

21st Century: Madeline Levine criticized what she saw as a large change in American culture “A shift away from value of community, spirituality and integrity and towards completion, materialism and disconnection”. As a general trend, regular consumer seeks to emulate those who are above them in the social hierarchy. History of consumer behavior seems to highly intertwine with the history of marketing thought. It appears that each marketing era has motivated consumer behavior.

History of Product Sale

19th Century: Product sale is the world’s second oldest occupation. The late-nineteenth-century industrial revolution resulted in massive exchanges of goods between people and nations all over the world. However, in the 1960s, a new era in the field of selling began. It was an “*Information Age*”.

Period 1930: Advertising was created to promote businesses and products while also assisting in product sales. The National Broadcasting Corporation of America (NBC) recorded a huge increase in brand value in the 1930s.

Period 2000: Collaborate with customers to establish a shared understanding of the best solutions for their concerns. Solution Selling Method was used in 2000.

Relation between Advertisement and Consumer Behavior

Because the major purpose of advertising is to use the behaviour of potential consumers, advertising and consumer behaviour are inextricably linked. Advertising's purpose is to encourage people to buy something. It in some way touches the hearts of the end- users to buy the product. Advertisements introduce the product so that the customer can buy the product.

Relation between Advertisement and Product Sale

Advertising attracts the interest of potential buyers to buy a new product. Advertisements have the power to persuade buyers to purchase a specific product. It provides details on a product. Through "*Branding*," commercial advertisements hope to boost product usage.

Relation between Consumer Behavior and Product Sale

Product sale greatly depends upon the consumer behavior because purchases are often based on internalized feelings about brands in terms of familiarity and experience. Consumer behavior also depends on sales trend.

Techniques used in Advertisements

1) Repetition 2) Weasel Words 3) Claims 4) Endorsments 5) Associations Complementing the customers 6) Bandwagons 7) Ideal family and ideal kids 8) Promotions 9) Patriotic ads 10) Emotional Appeal 11) Questioning the customers 12) Facts and Statistics 13) Bribe 14) Unfinished ads 15) Surrogate ads

Techniques used in Consumer Behavior

1) Word Association 2) Sentence Completion 3) Picture and Visual methods 4) Situational methods 5) Run emotional ideas

Techniques used in Product Sale

1) Telephone and person-to-person 2) Online and Radio/Television 3) Direct mail and Email 4) Internet sale 5) Fairs and Expos

Impact of Advertisement

Positive Impact

- Social benefits-It helps to promote free speech.
- Freedom of choice and advertising-Supported entertainment are promoted.
- Economic benefits-It help create more jobs. Encourages more consumers to buy new products.
- Awareness-It arises awareness among people about the product.
- Information and education-It help consumers make more informed decisions.

Negative Impact

- Misrepresentation-Dramatization often crosses the line into falsely representing a product.
- Unrealistic expectations-Advertising for prescription drugs has resulted in unrealistic expectations as healthy, happy people are shown.
- False pictures-Women typically believe they should be slender and beautiful, while men should be gorgeous, tall, and athletic, based on the images they see in advertisements..

Impact of Consumer Behavior

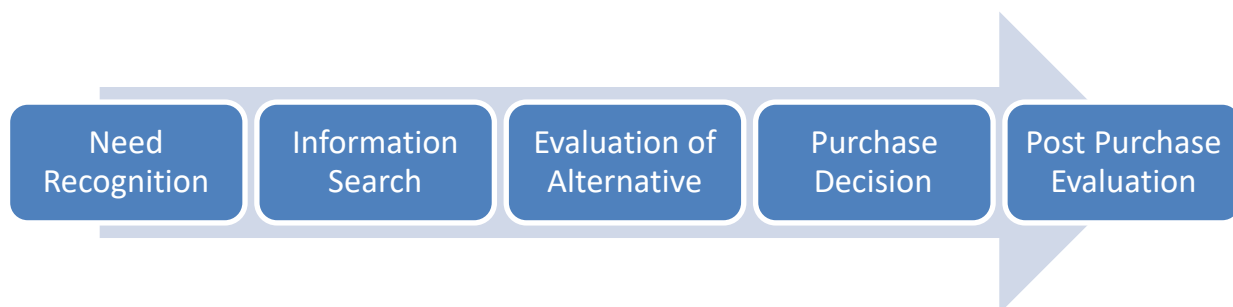
- Consumer behavior may reduce the revenues if products are not liked by them and vice versa.

Impact of Product Sale

- Product sale changes the customers mind if it is affective. It can increase revenues.

Literature Review

John K. Hunt's (1991) research of consumer behaviour describes how people decide how to spend the resources (time, money, etc.) they have on acquiring a consumable item. Before purchasing a product, consumers have a lot of queries. It could be a personal or business matter. The consumer goes through five stages during the decision-making process:



Hoang is a Vietnamese man (2013) Several theories and advertising models have been created throughout the years to explain the psychology of customer behaviour in product purchases.

Advertising communication models, as defined by Rossiter & Percy (1985), are conceptual ideas that relate to the organisation of sales and products, as well as how they are advertised. Advertising must have

a clear message (written or spoken) that is directed towards consumers or audiences with the goal of convincing them to buy a product, use a service, or follow the message it promotes.

Conceptual Framework: Review of Related Studies

Advertisers are continuously trying to define models on how advertising works, according to Bovee et al, (1995). They frequently try to select meaningful communication objectives using these approaches. These diagrams depict several stages of communication, ranging from basic awareness to purchasing decision (Jones, 1986). As a result, the purpose of this study is to look at consumer purchasing decisions and see if advertising plays a role.

Lin (2008) Advertisers communicate advertising information in a variety of ways, attempting to raise customer awareness by capturing their attention through modern communication technologies. Advertisers employ enticing information and visuals to persuade customers of the benefits of a product or service, as well as how that product may solve their issues. As a result, it is critical that the material piques the consumer's attention by providing a succinct, accurate, and concise explanation of the product's characteristics and benefits (Hansen, 1972). Celebrities are those who are well-known in the public eye. Companies will be more attracted to items if a celebrity is well-known and famous, and the consumer will feel good about the product.

Vaughn (1980) Consumer motivation and comprehension are influenced by the period of exposure to advertisements and the consumer's prior product knowledge. The advertisements allow the consumer to comprehend the meaning of the advertising content. Advertisements with appealing phrases and words that are repeated at the conclusion are usually easy to remember.

According to Defleur (2009), the mass media is directly accountable for determining what people think and how they behave, using the Magic Bullet Theory. He claims that the media sway their audiences virtually at will, persuading them to think and act in ways that those in charge of their material demand.

For the International Journal of Management Study and Business Strategy, Rai (2013) conducted research on the "Impact of advertising on customer behaviour and attitude with reference to consumer durables" (IJMRBS). "Advertising plays a huge impact in shaping the behaviour and sentiments of customers," Rai says in this information era and media globe. He goes on to say that this shift in behaviour and attitude is due to the products featured in commercials. Rai believes that when a person is exposed to an advertisement, their attitude toward the product changes. According to Rai's research, advertising has a global impact on consumer behaviour and attitude formation.

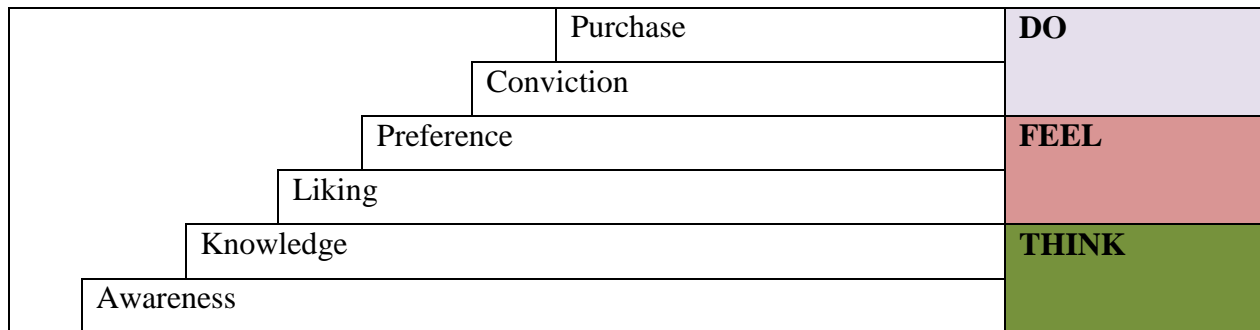
Niazi *et al.* (2012) studied successful advertising and its impact on customer purchasing behaviour. Advertising is an excellent strategy for attracting individuals and changing their attitudes toward a product, according to this study. Consumer buying attention, environmental circumstances, and emotional factors all have a moderate association, according to the study. According to Variawa, people's purchasing power changes with changes in factors such as income level, and men prefer advertisements over women (2010). Celebrities who appear in advertisements have a stronger positive impact on the public.

Abiodun (2011) did research on the subject of "Impact of advertising on product sales volume." He recognises that excellent advertising necessitates the expertise of a lot of specialists in order to flourish in today's ever-changing and competitive business environment. According to Abiodun's results, advertising has a significant impact on a product's sales volume because consumers' purchasing decisions are influenced by what they have seen, heard, or experienced. Advertising aids in spreading the message to a dispersed target population that the marketer or producer would not have been able to reach all at once. All of these research clearly show that there is a link between advertising and customer behaviour.

The consumer goes through a number of processes in the Hierarchy of Effect Model after being exposed to an advert. Mc Guire identifies the processes to be; 1) Consumer attention (Awareness) 2) Message

comprehension (Knowledge) 3) Message acceptance (Liking) 4) Selective perception (Preference) 5) Selective retention (Conviction) 6) Action (Purchase).

Figure 1: *Hierarchy of Effect Model* (Mc Guire, 1969)



Significance of the Study

Both advertising and consumers need to learn more about this topic. This study will: a) Provide consumers with information on how advertising attempt to persuade them to buy their items. b) Inform producers, companies, marketing organisations, and advertising agencies about the effectiveness of their methods (Generates results). c) Assist customers in comprehending the impact of some false messages in advertisements. d) Assist advertisers in identifying the most effective advertising channel for capturing customer attention. e) Let advertisers know how much of an impact they have on the consumer's purchasing power.

Research Objectives

1. To find out the effect of advertising on consumer behavior.
2. To find out the role of advertisement on building consumers perception.
3. To find the impact of advertisement on opinion formation and product sales.

Research Questions

1. Whether or not advertising effect consumers behavior?
2. Whether or not advertising plays a role in building consumers perception?
3. Whether or not advertising impacts opinion formation and product sales?

Research Methodology

Sample

The sample comprised of fifty male and female college students through purposive sampling which is non-probability sampling technique. Out of fifty, twenty five were female and twenty five were male college students. Their age range was from year 16-20. Educational level was from intermediate to graduation. The data from female college students was collected from F.G. Post Graduate College, Kashmir Road Rawalpindi and Army Public School and College, Humayun Road, Rawalpindi. Data from male college students was collected from the students of Saint Mary's Academy, Foundation University, Rawalpindi and Arid Agriculture University, Islamabad.

Instruments

A twelve item questionnaire was downloaded from the internet (See Appendix). It was open to the public and free for use. The websites the questions were taken from are as follows:

3 response options were given at the end of each item which were; "Yes" was assigned the score value of '3'. "Sometimes" was assigned the score value of '2'. "No" was assigned the score value of '1'. This was

the case for all questions except in questions 3, 4, 6, 8 and 11 in which the scoring was reversed. Total score was obtained by multiplying total number of questions (12) with the highest assigned value (3)

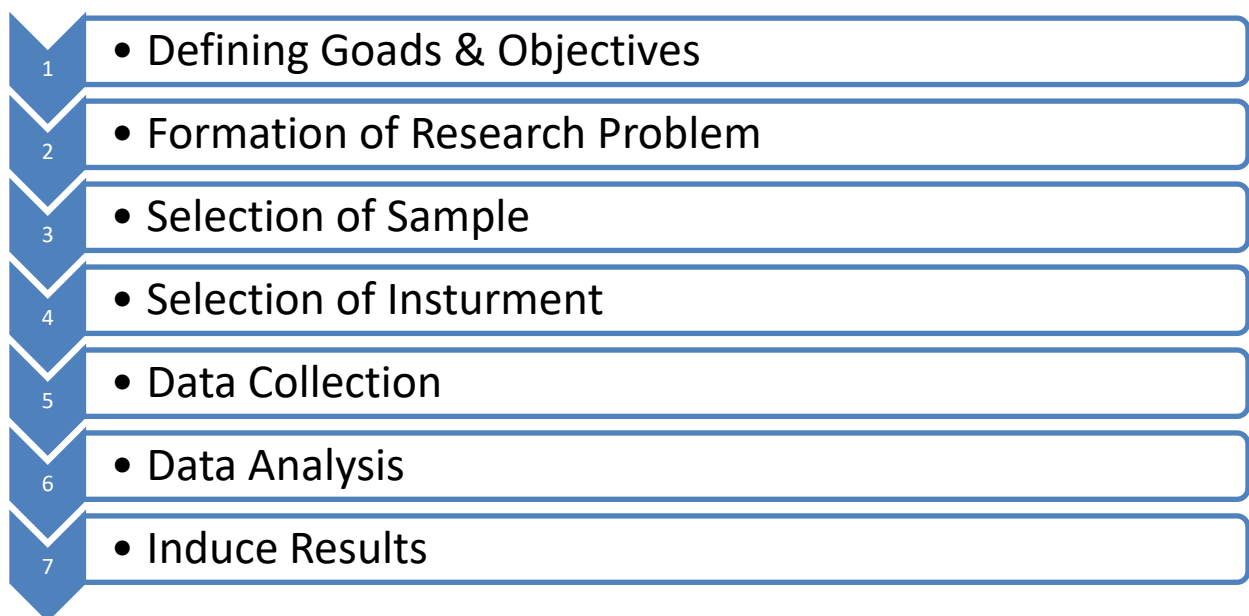
$$12 \times 3 = 36$$

Cutoff score was obtained by multiplying the total number of questions (12) with the middle assigned value (2)

$$12 \times 2 = 24$$

This index was created in order to show negative or positive attitude towards television advertisements and understand how they impacted consumer behavior. Scores above 24 indicate a positive attitude towards television advertisements while scores below 24 indicate a negative attitude towards television advertisements.

Research Design



Procedure

The first step in our research process was to define the goals and objectives regarding our research. The purpose of it is to study the effect of advertising on our behavior, opinion formation and the role advertising plays on our perception. Then we had to formulate the research problem to determine the direction of the study, which was, to understand the effects of advertising, specially, television advertising.

After this we had to select a sample upon which our research was to be conducted. The sample consisted of 50 male and female college students of the age range of 16-20 years and the instrument for our research was a 12 item questionnaire with 3 response options that had been assigned specific score values. Data collection came after this step. Our fifty subjects were asked to fill in the questionnaire and were chosen from different colleges.

After the entire questionnaire had been filled and data had been collected, the analysis began. It comprised of adding up the scores of each questionnaire and determining the attitude of each individual based on scores they achieved and its result according to our index. The final step was that of reporting results. We used the analyzed data to create graphs and tables to accurately represent the results of our research.

Results

Table No 1: *Table showing the number of male and female college students demonstrating positive, negative and neutral attitude towards television advertisements.*

No. of students who obtained score > 24	No. of students who obtained score = 24	No. of students who obtained score < 24
18	6	26

Table No 2: *Table showing the number of male college students demonstrating positive, negative and neutral attitude towards television advertisements.*

No. of male students who obtained score > 24	No. of male students who obtained score = 24	No. of male students who obtained score < 24
8	4	13

Tale No 3: *Table showing the number of female college students demonstrating positive, negative and neutral attitude towards television advertisements.*

No. of female students who obtained score > 24	No. of female students who obtained score = 24	No. of female students who obtained score < 24
10	2	13

Table No 4: *Table showing the percentage of male and female college students showing positive attitude towards television advertisements.*

Percentage of Male students with positive attitude towards ads	Percentage of Female students with a positive attitude towards ads	Overall percentage of college students with positive attitude towards ads
32%	40%	36%

Table No 5: *Table showing the percentage of male and female college students showing negative attitude towards television advertisements.*

Percentage of Male students with negative attitude towards ads	Percentage of Female students with a positive attitude towards ads	Overall percentage of college students with negative attitude towards ads
52%	52%	52%

Table No 6: *Table showing the percentage of male and female college students showing neutral attitude towards television advertisements.*

Percentage of Male students with neutral attitude towards ads	Percentage of Female students with a neutral attitude towards ads	Overall percentage of college students with neutral attitude towards ads
16%	8%	12%

Index

Cutoff score = 24

Score < 24 = Negative attitude towards television advertisements

Score = 24 = Neutral attitude towards television advertisements

Score > 24 = Positive attitude towards television advertisements

Figure 2: Bar graph showing the percentage of male and female college students with a positive attitude towards television advertisements.

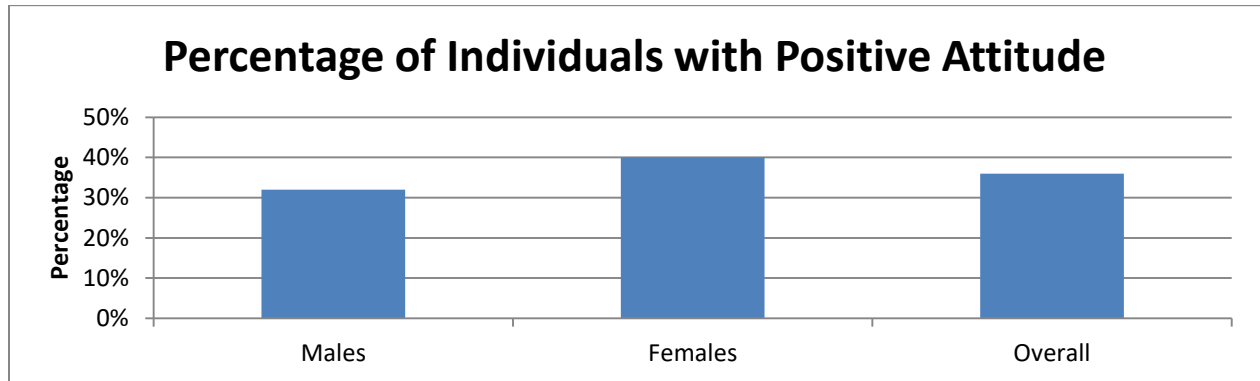


Figure 3: Bar graph showing the percentage of male and female college students with a negative attitude towards television advertisements.

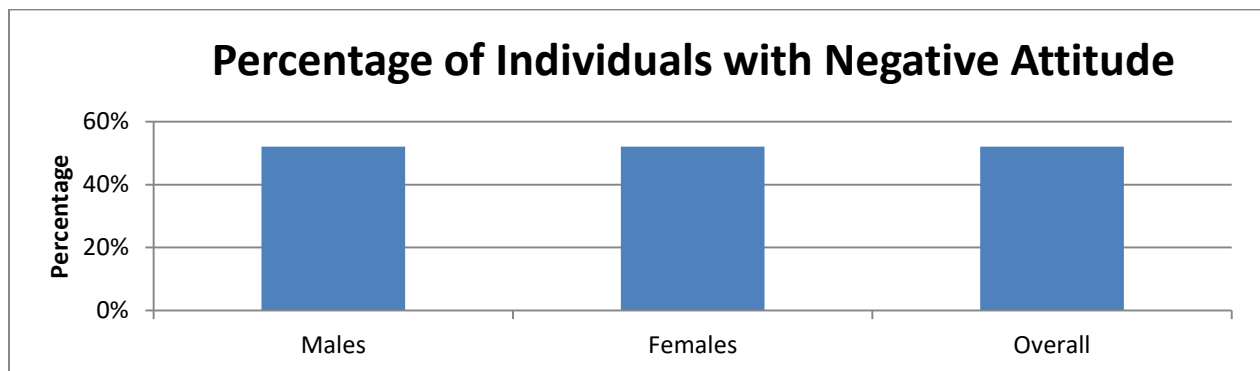
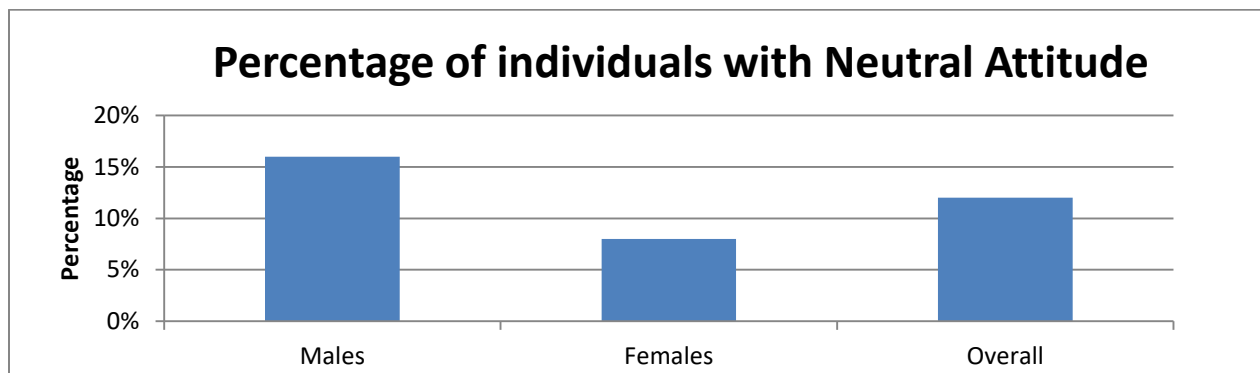


Figure 4: Bar graph showing the percentage of male and female college students with a neutral attitude towards television advertisements.



Discussion

The survey investigated the extent of the relationship between television advertisements and product sale. This study was related to investigate the strength of advertising on consumer's behavior. It is generally believed that advertising is the most effective tool to increase product sale. Results of this survey reveal quite contradictory results. Majority of the male and female college students represented an unfavorable attitude towards advertising. Descriptive statistics were used to analyze results in terms of percentages of favorable, unfavorable and neutral attitude. Results show that 36% of male and female college students show favorable behavior towards advertisements. While individually, only 32% males have a positive attitude and 40% females displayed this favorable attitude towards television advertisements.

Further analysis showed that 52% males and 52% females displayed an unfavorable attitude towards television advertisements and 16% males and 8% females showed a neutral attitude. This means that 12% of the selected sample demonstrated neutral attitude towards television advertisements. The result is contradictory with the literature review as the results concludes that the most of the college students have a unfavorable or negative attitude towards the advertisements while the literature review totally in favor that advertisement influences consumer behavior.

According to the literature review, advertisements are the most vital tool for promotion of product. It increases the product sale. It is becoming necessary for economic growth. But in modern era, there is more self-awareness among the people. The negative attitude towards advertisements is due to the increase in literacy rate. People are more thoughtful and think before taking decisions. In older times, people were not educated and were easily compelled by advertisements. There was a lack of communication. Lack of education became a hurdle in understanding the pros and cons of the product.

Besides this, children are also becoming victim of false perception of advertisements. It leads to a great desire for them to buy the product which in the end leads to the loss of money. Advertisements are making people self-conscious. Companies try to persuade people by advertising their products. They use glittery words but most of the customers now a day's knew that it is only a tarp and there is no such thing in reality. Now a day's, people are more practical. They buy things according to their budget and needs. They are not influenced by advertisements as they know the real aspect of it.

In general view, we see that advertisements broadcasted nowadays are misleading and are full of unrealistic statements. Companies go beyond the limit to persuade people to buy their products. In past many researches have been concluded in this regard. Dale Lehman (2008), in his research explains the positive attitude of people towards advertisements. According to him, advertising play a key role in persuading people towards a product. Advertisements have the potential to promote social issues.

Another research conducted by Lee and Johnson (1999), says that the force of advertising reaches out and touches everyone living and working in the modern world today. Advertising is claimed by its product quality which is the key factor in persuading customers. About 70% people are influenced by advertisements according to this research. Chaurin and Hirschey (1993), provide evidence that advertisements has a positive influence on consumer buying behavior as 75-80% people are influenced by ads. The result of the research that has been conducted is negative or unfavorable. Many researchers have same result.

Peterson, Balasubramanian, Bronnenberg (1997), conducted a survey with the same result that advertisements have a negative impact on consumer buying behavior. According to them, consumers do not shop for every product; they shop only when they need to make a choice in complexity. Only 25% people are influenced by advertisements. Krugman (1972), was of the opinion that when the viewer is exposed to the advertisements of unfamiliar brands they are likely to learn many things from it but when it is repeated many times there is very little for the consumer to process and learn. Survey conducted by Myers and Biocca (spring of 1999), only 40% of adults were affected by television advertisements.

Another survey of Heidi Posavac, Steven Posavac, Emil Posavac (2009), showed that about 20% females and only 5% males are influenced by advertisements to buy a product. It is due to the self-awareness and high literacy level among people. According to a research by the Television Bureau of Advertising and Knowledge Networks Inc., 30 percent of television viewers make purchasing decisions based on commercials. Consumer acceptability is critical for the success of local products, according to Weatherell et al. (2000), and their purchase is contingent on how well the product is scored against particular choice qualities such as price, convenience, accessibility, and perceived quality.

There should be improvements in the quality of advertisements. Children should not be seen as consumers. It should convey the truth about the products. This is the media decision. The marketer should know where a communication should be placed to maximise the odds of a specific type of customer. There should be no discrimination based on gender. Discuss the advantages of a product rather than the product itself. Advertisers should be aware of the product's content credibility, which is backed up by an amusing celebrity association, in order to increase product likeliness.

Conclusion

It can be concluded that the young people of today have a largely negative and unenthusiastic approach regarding advertisements on television. This generation tends to change the channel if the advertisement is too long, too boring, uninteresting and unattractive. The reason behind this mostly disapproving attitude is the nature of the advertisement of today. The tendency of ads to be lengthy, dishonest and too dramatic is very off putting. The consumer is not impressed by what they see on the screen and this lack of inspiration adversely affects the sale of the product.

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Conflict of Interest

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