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**Understanding Consumer Buying Behaviour Analyzing Nestle's Television Advertising Strategies**Hassan Raza<sup>1</sup><sup>1</sup>MS Scholar, Department of Management Studies, University of Essex, United Kingdom.Email: [hr23309@essex.ac.uk](mailto:hr23309@essex.ac.uk)

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**Abstract**

*This study examined Pakistani customers' purchasing habits using Nestle Pakistan's strategy of distributing a few commercials. The majority of businesses employ a variety of strategies to influence or drive consumers to gain a competitive edge. The study aims to investigate the consumer purchasing behavior influenced due to Television advertising. To study the problem, a structured questionnaire was created and a survey research design was applied. Altogether, 320 survey questionnaires based on 5 5-point Likert scale were delivered and collected from the urban areas of Rawalpindi and Islamabad. A regression model was applied. The findings demonstrated that brand awareness, emotional content, and demographics all significantly and favorably influence customers' purchasing decisions. Brand awareness, environmental response, and emotional response to the brand are the study's three statistically significant factors, and they all positively correlate with customers' purchasing decisions. The findings of this study suggest that advertising businesses should take customer consumption patterns and purchasing behavior into account when creating their advertising strategy. According to the study, the emotional and environmental aspects of advertising are crucial to pay attention to because they influence consumers' purchasing decisions.*

**Keywords:** Nestle Pakistan, advertising strategy, television commercials, consumer behavior.

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**1. Introduction**

The primary medium via which businesses advertise their goods is electronic media. In addition to offering product advertisements, electronic media also offers ways to keep clients and influence their purchasing decisions. Although it costs a little more, advertising in electronic media reaches a sizable audience. The purpose of the study is to examine how television advertisements affect customers' purchasing decisions with a particular emphasis on Nestle Pakistan Limited. The purpose of this study is to ascertain the effect of television advertisements on the purchasing behavior of consumers. What impact do TV commercials have on people's decisions to buy? How modern technology items are marketed is fast changing due to electronic media, particularly television ads.

Marketers are aware of how brands communicate with customers. A television commercial is more beneficial than conventional marketing. The consumer decision-making process has evolved as a result of television advertisements (Pharr 2018; Singh and Mathur 2019). A customer's inclination to purchase a good or service is referred to as their purchasing behavior. The purchasing habits of customers reveal the degree to which they have approached a transaction. It demonstrates the consumer's propensity to make repeat purchases of a certain good (Wang et al., 2015). Customers' shopping habits and lifestyles have altered as a result of television advertisements. One of the main strategies used by businesses to tell their audience and potential customers about their goods and services is advertising (Rohrs 2013; Smutnþ et al. 2013). In the modern commercial world, it is seen as the most potent and rapid means of reaching clients. Through branding, which entails the name or picture of the product being advertised appearing frequently, advertisers only hope to enhance sales of their goods (Berry 2000; Pratt 2006). To reach the product's final consumers, a variety of media can be employed, including radio, newspapers, television,

in-store displays, event sponsorships, internet websites, and other electronic media. One of the pillars upon which the global industry currently stands is advertising-based marketing. All advertising campaigns ultimately want to increase the amount of things they sell. Customers are led to believe that a certain product is necessary for their way of life to accomplish this goal.

First, they are told about the product; next, they are advised of its advantages; and last, they are persuaded to purchase it. Advertising is extremely strategically focused to achieve the ultimate goal of increasing revenue. The advertising sector invests a significant amount of money in locating prospective clients and researching their purchasing patterns. A product's advertising campaign considers the historical and cultural basis of the society in addition to the social context of the target audience (Schor 2014). Advertisers would naturally choose to reach customers through mass media (Bartels 1976).

With the expansion of mass media, advertising strategy has changed dramatically. When television first came out in 1964, it drastically altered the way that advertising was done and how it was done. The television's visual appeal made it a more appealing and successful communication tool. Slowly but surely, society also liberalized over time. Human figures started to frequently appear in print and digital media commercials. According to De Mooij (2019), the marketed variety of items has expanded beyond consumer goods to include services and ideas. The advertising sector grew quickly with the introduction of FM channels in the late 1990s and private television channels in 2002. Today's media is educating people in several ways like health, education, community development, children, adults, women empowerment, gender rights, gender discrimination, human rights, politics, entertainment, etc. (Shehzad et al., 2019). Among Pakistan's biggest food companies is Nestle Pakistan Limited. It was founded in 1988. It sells a variety of goods, including morning cereals, dairy, juices, bottled water, coffee, and newborn nutrition. It has a sizable customer base in every Pakistani metropolis and a broad network. It uses an innovative approach to product advertising that draws clients. The present study will concentrate on television commercials for Nestle Pakistan Limited, among other things. The purpose of this study is to look at how Nestle, Pakistan Limited's TV commercials affect consumer behavior.

The following are the other goals:

1. To examine how brand knowledge affects customer purchasing decisions
2. To investigate how emotional appeal affects customer purchasing decisions
3. To investigate how consumers see Nestle Pakistan Limited product marketing.

### **Study Scope**

The study assessed how commercials affected consumers' purchasing decisions. The study's focus would be restricted to all Pakistani customers. Clients are located in five distinct, well-established markets located in large cities. Consequently, the intended audience is dispersed throughout Pakistan's markets. To study respondents, a survey method was applied and a Likert scale questionnaire was created.

### **Significance of the Study**

These days, advertising is a strategy, a science, and a step in the intricate process of integrated communication technology. Instead of being a cost, advertising is an investment meant to generate income. This investment has been carefully planned to produce the desired outcomes. Each readership or viewing segment is thoroughly examined as a possible consumer base. This study is a meager attempt to determine how ads, particularly those for food products, affect consumers. Researchers, students, advertising firms, and food product manufacturers would all benefit from this study. Important findings are presented by this investigation. Marketing managers will find these findings useful in developing their marketing strategy and revising their policies. This study will contribute to our understanding of consumer purchasing behavior. The management of Nestle Pakistan Limited will find it beneficial. This research will demonstrate how consumers approach purchases and describe the latest methods for television product marketing.

## **2. Review of the Literature**

Advertising influences the decisions that customers make daily. It suggests things like what to eat, how to stay clean, where to live, what to keep, what to wear, how to act, etc. Every company in today's market is fiercely competing to win the largest proportion of customers to become the market leader (Smutnþ et al. 2013; Ayanwale et al., 2005). To rise to the challenge, advertising targets not only consumers but also people who have the power to sway potential customers' purchasing decisions.

Research from all around the world has shown that parents' decisions are greatly influenced by their children (Tellis & Golder 2002). According to Kelly et al. (2010) and Jenkin et al., (2009), this explains why kids are included in commercials for cooking oils, real estate, and even bank loans and financial services. In addition, a large number of consumer products are designed primarily with children in mind. Their commercials are therefore made to appeal to young audiences. These items' advertisements are created with the children's age range, interests, likes, and dislikes in mind (Anwer et al. 2021). It is thought that there is a close association between client purchasing decisions and advertisements (Parkin 2006).

The purpose of this study is to look at the connection between consumer purchasing behavior and advertising in the mass media. The study specifically mentions the items made by Nestle Pakistan Limited. Customers are also reached through packaging, marketing, roadside billboards, posters, stands at big-box retailers, and print media in addition to traditional media like TV, radio, and print. Food product brands, both domestic and foreign, invest heavily in advertising. Majority of newspapers in Pakistan devote half of the front page to some advertising stuff and it is a common phenomenon to use young females in shorts (Akbar et al., 2012). Food products make up more than 25% of advertisements during prime time, which is from 7 to 9 p.m. (Smith 2013; Parkin 2006; Tellis and Golder 2002). One of the most effective ways to draw clients is by advertising. The conventional form of advertising is supplemented with new forms of advertising over time.

Because the value of advertising differs depending on the advertising medium, it is even more important for marketers to decide what messages and ads to include in their campaigns (Xu et al., 2009). The value of advertising is increased in the advertising sector by information and entertainment (Schor, 2014). Consumer purchasing behavior can be defined as the propensity to purchase a product, service, or brand when it is necessary (Sahni, et al., 2018). Although there are numerous ways to advertise, it's crucial to meet corporate objectives and keep expenses to a minimum. Brand awareness and orientation impact consumer purchasing decisions (Rajesh et al. 2019). Additionally, a positive consumer brand image has a positive effect on customers and is a component of strong brand recognition and loyalty results.

According to Bellman et al. (2017), consumer purchasing refers to the process by which people, companies, and groups acquire goods and services in response to their needs and requirements. Depending on the items' services and propensity to shape consumer behavior, people make plans to purchase them. According to Leather et al., (1994), customer purchasing behavior refers to the buyer's intention to buy the goods before the company has had a chance to evaluate it. The response from customers will impact the company's marketing plan to achieve unfavorable and broad success. Additionally, the ideas and marketing tactics have shown to be essential in satisfying the customer who has made the effort to purchase the goods. Furthermore, marketers concentrate on forecasting how consumers will react to their strategies, as this can influence their purchasing decisions (Shachar & Anand 1998).

Techniques used in sales and advertising influence customer behavior. He bases his findings on an investigation of consumer behavior. Their objective is to ascertain the variables that impact the conduct of the client. His studies have demonstrated the psychological issues associated with compulsive purchasing and consumer behavior. His study was founded on an examination of marketing trends and behavior-promoting marketing tactics. Additionally, his research demonstrates how specific psychological aspects influence consumers' purchasing decisions. The significance of certain elements required to shape consumers' purchasing intentions (Tellis and Golder 2002). Among the most crucial topics they covered was having faith in the brand. These days, e-retailing products draw customers' attention in several ways and encourage them to make a purchase (Tellis et al., 2000).

The author also emphasizes the dangers of internet purchasing, which the buyer assumes are there because of the opinions of others regarding the right brand. According to Bruce et al., (2020), there is a

clear correlation between the number and quality of products and the purchasing behavior of consumers. Conceptual Structure The emotional reason for a customer's decision to buy a product is the primary goal of every commercial, and the emotional response tool is highly powerful in integrated marketing communication. According to Moore (2004), the main goals of advertisements are to increase consumer preference, brand awareness, and service selection. The most useful hypothesis in marketing and advertising research is attitudes about advertising. According to Chukwu, Kanu, and Ezeabogu (2019), another component of a successful commercial that elicits an emotional response is the ability to recall the brand campaign. According to Patra and Datta (2012), the most powerful advertising tactic is emotional content since it elicits an emotional response from consumers towards the product. The consumer's capacity to recall the brand commercial is another element of effective advertising that elicits an emotional response (Alamro & Rowley 2011). The relative importance of brand recall, which can aid in brand identification, determines the extent to which consumers make decisions about brands. Recall advertisements, which have a strategic advantage over other items that are not easily recalled, are made possible by brand familiarity (Saleem & Abideen 2011).

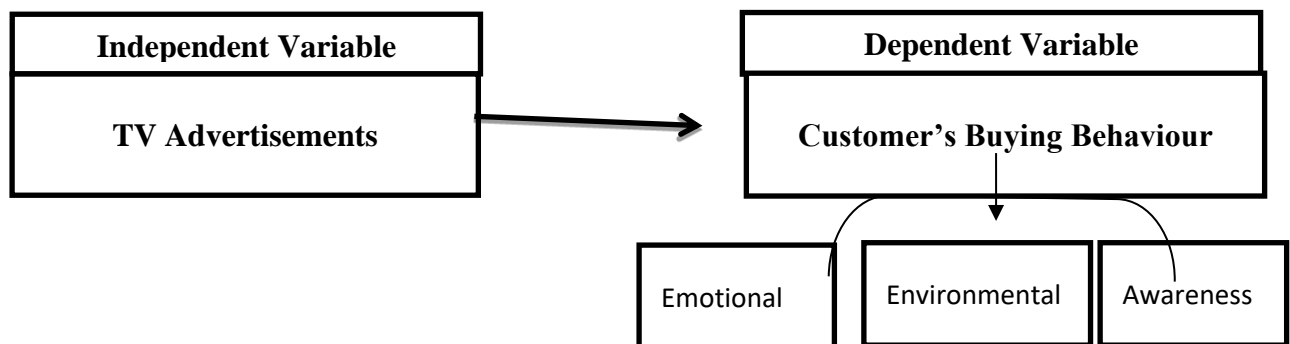
Recalling the unfavorable aspects of the product is a sign of positive views toward advertising. To facilitate the promotion of the sale of similar items, the company offers clients distinctive media interactions (Grigaliunaite & Pileliene 2016). According to Stout and Leckenby (1986), research on unique marketing has attempted to comprehend the effects of environmental factors in retail outlets, such as the temperature and the ability to recall relevant music when making a purchase. The researcher also mentioned how customers' behavior may be affected by sense methods including hearing, vision, and touching. The rate of formation may have an impact on the user experience. Users' ability to access advertising information may be influenced by the rate of formation (Mehta & Purvis, 2006). The environmental psychological model illustrates these.

The term "model" refers to closely related songs, test lines, images, and music videos that are featured in advertisements. The aforementioned theoretical models are used in this study since they are relevant and will aid in the investigation of the problem using hypotheses.

**Conjectures**

The following theories were created to look into the problem.  
 H0: There is no relationship between emotional advertising and consumer purchasing behavior  
 H1: Brand awareness influences customer purchasing decisions  
 H2: Despite the commercial material, consumer perception remains unchanged

**Conceptual Framework**



**3 Methodology**

Survey research designs were employed to look at the problem and get data from customers all around Pakistan. All customers from Islamabad, Lahore, Karachi, Peshawar, and Quetta make up the study's population. Owing to certain restrictions, the non-probability purposive sampling approach was employed. A sample of 400 Pakistani customers who visited the markets and bought the goods was taken. To save

time and filling out the questionnaire, 320 customers completed it immediately. Each variable comprises four parts, and the Likert scale has five points, ranging from 5 (strongly agree) to 1 (strongly disagree with the statement).

Using Cronbach's Alpha, the questionnaire's validity and reliability were evaluated; the coefficient was 0.79. Since the value of .79 was more than the cutoff point of 0.7, which is within the range, the data that were gathered were legitimate and suitable for study. Multiple regressions were employed to obtain the results and test the hypothesis because the study has one dependent variable and three independent variables, and descriptive statistics were utilized to establish the frequency and percentage because the data appears consistent.

#### 4. Findings and Analysis

Table -1 Reliability analysis

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

The dependability coefficient of consumers, as indicated by Table 1's results, falls between 0.712 to 0.869, indicating that the data collected is dependable and suitable for further study. A number over 0.8 is seen as favorable. The following regression model was utilized to examine the data and test the hypothesis after 320 respondents' responses were assessed.  $B_0 + B_1 E + B_2 EN + B_3 A + B_4 \mu = CB$ , A is awareness, EN is allocated to environmental response, CB is assigned to consumer behavior, and E is assigned to emotion.  $\mu$  represents the coefficient's error.

Demography Consumer Profiles		
Response	Frequency	Percentage
Sex	126	39.4
Men	194	60.6
Women	320	100.0
Sum		
<b>Age</b>		
29 above Years	78	24.4
30 to 45 Years	92	28.8
36 to 40 Years	94	29.4
40 and beyond	56	17.5
Sum	320	
<b>Educational</b>		
Grade School	86	26.9
higher Secondary	161	50.3
University	73	22.8
Total	320	
Married	212	66.3
Unmarried	108	33.8
Sum	320	
<b>Occupation</b>		
Dealer	80	25.0
Artist	40	12.5

Employees	112	35.0
Pupil	58	18.1
Misc	30	9.4
Sum	320	

Table 2 displays the results, which indicate that 39% of the respondents were men and 60.6% were women, making up the bulk of the consumer respondents. According to the age distribution, 24. percent of the consumers were under 30, 28.7% were between the ages of 30 and 35, 29.4% were between the ages of 36 and 40, and 17.5% were over 40. This indicated that the majority of respondents were in the 36–40 age range, which is regarded as a youngster. According to educational statistics, of the individuals who accurately completed administered questionnaire samples, 20.9% were grade school respondents, 50% were higher secondary respondents, and 22.79 percent were university respondents. This indicates that the majority of survey respondents were interested in post-secondary education. Regarding the relationship status of the sample population, 212 (66.30 percent) were married, and 108 (33.7 percent) appeared to be single. This implies that married people made up the majority of the participants. Regarding the jobs held by survey respondents, dealers made up 25% of the group, artists made up 12.5%, workers made up 35%, students made up 18.1%, and other individuals made up 9.4%.

Table -3 Variable distribution against responses

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

The null hypothesis, H0: Emotional advertising does not influence consumer purchasing behavior, is refuted by the data, indicating the acceptance of the alternative hypothesis. The findings show that, while all other factors stay the same, an increase in the emotional response 1 unit value will result in a 0.459 (45.59 percent) rise in the consumer's purchase decision. This often indicates that an emotional attachment is a component of purchasing behavior. Emotional reaction t-statistics even revealed positive significant differences in emotional response statistics and the sentimental response points to a significant statistically distinctive contribution to knowledge buyer behavior ( $P < .01$ ). Given that it has already been established that the null hypothesis is incorrect, hypothesis H1—brand awareness influences consumer purchasing behavior—is accepted.

Table -4 Multiple regressions

Variable	Coefficient	Error	T-Test	Prob
Constant	3.17	.61	5.1500	
Emotional	.45	.07	6.4410	0.001
Environmental	.41	.06	6.1240	0.000
Awareness	.60	.08	6.868	0.002

This indicates that increased brand awareness among consumers influences their purchasing decisions for goods and services. When all other factors stay the same, the alpha value predicts that a rise in the brand image value of one unit will result in a rise in consumer attitudes of 0.605 units (60.5 percent). This indicates that a component of buyers' purchase intentions is the brand image. Based on the results, the H2 hypothesis is also acceptable. Brand recognition demonstrates statistically significant contributions to understanding buyer behavior ( $P < .01$ ), and t-test knowledge figures also revealed positive significant

differences in independent purchasing decisions ( $P < .01$ ).

## **5. Discussion**

The most appealing and convincing marketing message for the right product at the lowest feasible cost is presented to the right customers through television advertisements. The primary goal of the study was to determine how television commercials affected consumers' purchasing decisions. It takes a lot of effort and examination of the responses from the organization's customers to reach the research's goal. The elements of television advertising that significantly influence consumers' purchasing decisions were determined using the respondents' data. The study examines the association between television advertisements and customers' purchasing behavior. The results indicate a high positive correlation between all the variables. Since the value is low, there are likely other elements or factors outside television advertisements that influence customers' purchasing decisions. Most consumers prefer to view commercials on television due to their appealing visual and aural qualities. The primary goal of the study was to determine how television commercials affected consumers' purchasing decisions. Since a quantitative study is conducted using data gathered via survey questionnaires, the quantitative type of research approach was employed in this project. Customers of Nestle Pakistan Limited served as the main source of information, which was gathered via surveys. Research on pertinent subjects, books, topic-related papers, and journals were used as secondary sources for data collecting.

The study aimed to investigate the influence of television commercials on consumers' purchasing decisions and to ascertain the degree to which these commercials affect consumers' purchasing decisions. The correlation between television advertisements and customers' purchasing behavior, which is determined to be 0.327 and indicates that both variables have a weak but positive association, indicates that the objectives are met. Customers' purchasing decisions may be influenced by many factors in addition to television commercials, given the poor value and proportion. Nestle Pakistan Limited effectively uses television to advertise its products.

The majority of consumers find Nestle Pakistan Limited's current television commercials to be satisfactory. Nestle Pakistan Limited is a very ancient and reputable company. It offers a large selection of goods. It provided goods to practically every Pakistani city. Their items are known to their customers.

## **6. Recommendations**

According to the study, to guarantee the effectiveness of advertisements, the target group should be thoroughly investigated to comprehend their consumption habits and purchasing behavior. We suggest that since consumer patronage greatly induces their emotions, efforts should be focused more on affectionate advertising. It is advised that sensory-stimulated advertisements have a good impact on consumers' purchasing decisions, perceptions, and ability to learn about advertisements. Based on the findings, Nestle Pakistan Limited was advised to consider the following:

- Given that most people own smartphones, Nestle Pakistan Limited should introduce its mobile application so that consumers can access the most recent information about the company and its products.
- The company should begin selling products online so that customers can purchase goods from the website and have them delivered to their address.
- Nestle Pakistan Limited should lower product prices while maintaining quality;
- The company established its sale points in various major cities;
- Nestle Pakistan Limited engages with customers on social media pages and solicits feedback on new products.
- Since Nestle Pakistan Limited is a very old and well-established organization, a similar sort of research study can be undertaken on other organizations.
- Nestle Pakistan Limited should engage the client in different events. Their outcomes can differ.
- To determine how various aspects and variables affect customers' purchasing behavior and intentions, future researchers should examine additional factors and variables such as digital marketing, customer interaction, consumer perception, and the quality of products and services.

- Since the study's findings show that IV has a poor relationship with DV and little effect on it, further factors may be added to similar research in the future to speed up the rate of change.
- Research studies of a similar nature can be carried out on organizations other than those involved in the food industry. Similar research can also be carried out on private sector entities to evaluate the impact of television commercials on their clientele.

## 6.1 Limitations

The primary constraint of this research is the absence of consumer identification, which made it more challenging to estimate the precise number of Nestle Pakistan customers nationwide. Consequently, sampling for this study was done using the nonprobability method, which has limits when it comes to projecting the outcomes. In the meanwhile, sample validity for calculations is constrained. A significant barrier to this study was the statistical model used to determine the characteristics of the advertisement effects. In conclusion, this study's limitations are attributed to the nature of the procedures used.

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