
Influence of Cellular Network TV Advertisements on Brand Switching Behavior of Pakistani Consumers at District Mandi Bahhuddin

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Abstract:

Television advertisements have a great impact on the buying and selling behaviour of consumers. The advertisers' primary purpose is to reach consumers and influence their awareness, buying behavior and attitudes. Companies invest on the products to keep in mind the consumers' needs, and behaviour. The main aim of the research is to explore: whether television advertisements of cellular networks have some significant effects on the brand switching behaviour of the consumers, and; which cellular network has catchy advertisements to influence consumers to switch brand. Survey method was used to data collection from 300 male & female respondents of district Mandi Bahhuddin through purposive sampling technique. This was conducted under the theoretical underpinnings of the likelihood model of persuasion. The results indicated that: there was a significant link between current service providers and catchy and effective advertisements of cellular companies; there was a significant association between cellular networks and the impact of television advertisements on brand switching behaviour, and; Ufone advertisements were more attractive, influential and catchy. Television advertisements of cellular companies significantly change the minds of viewers which lead to brand switching.

Keywords: Television, Advertisement, Cellular Networks, Brand Switching, Behavior

INTRODUCTION

Communication is a process of transferring information and human actions from one individual to another (Keyton, 2011). Due to advancement in the field of technology multiple modes of communication emerged and one of them is cell phone which plays an important role (Sharma, Sharma, Diwan, & Kumar, 2017). Cellular companies provide easy and fast communication systems to the general public which enhances the businesses all over the world. In Pakistan, the telecommunication sector is very vibrant and playing a vital role in the economic growth and also modernizing societies (Karim, Shehzad, & Arshad, 2017). The world became a global village with the advancement in the field of [science] and technology and people use laptops, mobile phones and internet connections for communication all over the world (Karim et al., 2017), and cell phones invention changed the scenarios in telecom sector. Smart-phones usage has increased with more advanced features than any other technology.

People around the world use internet packages provided by telecommunication companies to watch videos, advertisements, drama, movies and play games. The main feature in smart-phones is

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a data connection, which permits users for web surfing and watching videos. Conventional media has a significant role in the distribution of information and knowledge due to attractive images and beautiful voices (Yasin, Anwar, & Sajid, 2013). Advertisements play a key role in the promotion of telecommunication services and inject in the minds of users through attractive visuals and innovative ideas to increase their usage. Companies use multiple media like television commercials, FM, print media, mailing, billboards and brochures all over the world to grab users' attention (Kotwal, Gupta, & Devi, 2008). Television plays a significant role to influence viewers' behavior.

Television advertisements change children eating behaviour; girls show more attraction towards advertised foods and positive behaviour towards TV advertisements as compared to boys (Toro, & Greenberg, 1989). Purchasing behavior of consumers increased with the addition of new information about a specific product. The behavior of consumers is the study of psychology that when, how and why people like and buy the products or services (Ahmed, Gull, & Rafiq, 2015), and recognizing, exploring, choosing & consuming goods and services to satisfy their needs (Solomon, Bamsossy, Askegaard, & Hogg, 2006). Whereas switching behavior of the consumers is the transformation of attitudes from one brand product or services to others (Zikiene, & Bakanauskas, 2006). In Pakistan, cellular companies such as Warid, Mobilink, Ufone, Telenor, and Zong provide services and different packages for the needs and satisfaction of consumers (Karim et al., 2017).

The main purpose of the study is to investigate whether television advertisements of cellular networks influence the brand switching behaviour of people. Most of the previous studies investigated the quality of network, packages of the mobile networks and trends but very few studies examined the brand switching behavior of people due to low cost packages) and quality of signals and services (Alfred, 2013).

LITERATURE REVIEW

Many researchers investigated the factors which influence consumer's behaviour to remain loyal to the present brand services or to switch. Switching behaviour of users cultivates due to influence and intentions towards brand or services. Users remain loyal to the existing brand or change their brands due to the latest technology in Smartphones, TV commercials, brand image, and behaviour (Ahmed et al., 2015). Companies used many tactics to discourage consumers' switching behaviour through promotion and advertising to remain loyal to a company. Promotion of the sale, TV advertising and loyalty with brands discourage switching behaviour of consumers (Nagar, 2009) while sales promotion; brand advertising and communication with customers create a bridge between company and customers (Marshal, Huan, Xu, & Nam, 2011).

Television advertisements of cellular companies are more effective for the switching behaviour of users and influence the decision to change the network of a cellular company or not. Karim et al., (2017) investigated the effects of TV commercials of cellular companies. Researchers performed a survey method and by applying the Chi-Square test. A strong and significant relationship was found between the influence of TV advertisements and the purchasing behaviour of the cellular networks. People around the globe choose cellular networks because of strong and effective television commercials (Agarwal, 2010). People preferred cellular TV commercials to select networks (Das & Kumar, 2013) and satisfaction, sales promotion and services of the network wins their loyalty

(Khurshid, 2013) while switching behaviour of the customers depends upon the rate of call and value-added services of networks (Sathish, Kumar, Naveen, & Jeevanantham, 2011).

Television advertisements play an important role in the daily lives of people which disseminate messages at large scale. Advertisements create opinions about products, behaviour, attitudes and culture. Advertisements solely do not work; it is a social performance which connects with culture, content, music, humour and ideology. Humour in television commercials plays a pivotal role in the promotion of a product and reshaping the behaviour of the users sensibly handled humor in TV advertisements change the minds of consumers and develop interest in the product. Ufone and Jazz cellular companies are the famous networks in Pakistan which provide services to the people at large scale. Humorous content crafts TV advertisements catchier, attractive and appealing. Cellular companies in Pakistan invest large amount for the promotion of product to change the brand switching behavior of users (Baig et al., 2020).

Television commercials have profound effects on the behaviour of consumers. Advertisements of different brands cultivate the minds of consumers to switch from one product to another depending upon the situation. Poku and Ampadu (2014), investigated the influence of TV commercials on the loyalty of consumers in the telecom sector of Ghana. Findings of the study showed that more exposure to television advertisements made customers loyal to the service provider. The loyalty of the consumers depends upon the content of advertisements, as less attractive advertisements decrease the loyalty whereas advertisements having humour and celebrities increase the loyalty with the network.

Researchers selected 450 people of Ghana to get views about 6 working network services and found that Vodafone and MTN had attractive advertisements. To reduce switching from one network to another, companies should produce attractive advertisements, improve the quality of services and win the satisfaction of consumers. Television advertisements of telecommunication networks influence decision making of youth (Tettey, Bolfrey, Bugase, Adotey, & Dodoo, 2013), switching behavior depends upon call rates and value-added services (Sathish et al. 2011), satisfaction and advertisements (Agarwal 2010; Das and Kumar 2013), TV advertisements and company strategy (Benjamin, Deo, Theogene, & Patrice, 2019).

Customers all over the world switch from one brand to another with time, due to competition, value-added services, financial benefits and emotional dissatisfaction between customers and brands. Burnham, Frels, and Mahajan (2003) investigated the relationship between company management and customer switching; weak management and poor study of consumer behaviour which costs switching trends. Researchers identified three categories; first, practical switching cost which causes loss of time and efforts; second, economic switching cost which affects resources and third, relationship switching cost which emotionally dissatisfies the customers that weakens the identity and bridge between customers and company. Findings showed that customer's opinions of brand or services intricacy, supplier heterogeneity, a span of time to use the specific product, substitute provided by competitors and switching practice force the switching costs as customers perceive. Identified categories influence customers' perception to remain loyal to the existing brand and service provider. Many researchers found different factors which affect switching behaviour of customers due to uncertainty of economic cost and adoption of new brand service or product

(Guiltinan, 1989; Klemperer, 1987; Samuelson and Zeckhauser, 1988). Switching from one brand to other needs time and efforts to analyze the services of the provider (Shugan, 1980), however, people learn new technology to adopt new services (Eliashberg & Robertson, 1988).

Hypothesis of the study

H1: It is estimated that television advertisement of cellular networks affects the brand switching behaviour of people in Pakistan.

THEORETICAL FRAMEWORK

Theory guides the researchers and provides the right direction of the study (Costley, 2006). Elaboration likelihood model (ELM) of persuasion talks about the process of attitude change. ELM elaborates on the level of involvement in the advertisement which influences the attitude of consumers towards the brand, product or services (Petty & Cacioppo, 1983). Consumers have a different level of involvement in Television advertisements due to combination of verbal text, attractive celebrities, glamorous pictures, attractive music, and company expertise (Miniard, Bhatla, Lord, Dickson, & Unnava, 1991); Petty, & Caccioppo, 1983; Park & Yong, 1983). ELM proposes two different routes which transmit information to build attitudes; central route and peripheral route (Petty & Cacioppo, 1983). The model advocates that when people come across a persuasive message, they communicate either low or high elaboration which depends on the efforts of the consumers. So, this level of elaboration determines either the message has a central processing route or peripheral route. In the central dispensation route, the consumers are mainly concerned with the message (ideas and contents) at high-level involvement where people give more attention to the message. Hence, the attitudes shaped in this way are considered long lasting as well as challenging in countering the arguments (Mackenzie and Spreng, 1992; Petty and Cacioppo, 1983), However, peripheral dispensation routes the consumers mainly influenced by the less important factors like attractive celebrities, colourful images, captivating songs, appearances, brand tags and also lure with food, sex, and the humorous messages; consumers give less importance to the actual message. Hence, the attitudes of consumers shaped in this way are less affective, unstable and can be changed with counter-arguments (Miniard et al., 1991; Petty and Cacioppo, 1983). ELM is linked with the current study where researchers try to find out the impact of cellular network television advertisements on brand switching behaviour and users of cellular networks watch advertisements which persuade them through the central route of the peripheral route.

METHODOLOGY

Non-probability sampling technique was used to collect data from (N=300) male and female respondents of Mandi Bahauddin (M.B.Din), Pakistan to investigate the brand switching behaviour of users about cellular networks television advertisements. The researchers collected data through survey method. Questionnaire designed and distributed among those 150 males and 150 females, who use cell phones keeping in mind the purposive sampling technique. After collection of data, researchers apply the correlation and chi-square test to validate the hypothesis.

Reliability Test

The internal reliability of the tool was verified and made sure through operating Cronbach's alpha. The table shows the reliability value of the variables of the study. The value of Cronbach's alpha was

0.823. This shows that the instrument used in this research and all the responses in this study are highly reliable. And there is consistency between variables.

Table Case Processing Summary

		N	%
Cases	Valid	300	100
	Excluded	0	0
	Total	300	100

List wise deletion based on all variables in the procedure.

Table Reliability Statistics

Cronbach's Alpha	N of Items
0.823	46

RESULTS

Table 1: Current Service Provider User's

	<i>Male</i>	<i>Female</i>	<i>Total</i>
Mobilink	28.7	17.3	23
Ufone	36	39.3	37.7
Telenor	18	22.7	20.3
Warid	12.7	15.3	14
Zong	4.7	5.3	5
Data is evaluated in (%)			N=300

Table 1 shows that 37.7 percent male and female users use ufone connection in their daily life and 23 percent respondents use mobilink network. Telenor is used by 20.3 percent respondents while 14 percent respondents use warid whereas only five percent use zong network in their daily life.

Table 2: Cellular Company having Catchy and Influential Advertisements

	<i>Male</i>	<i>Female</i>	<i>Total</i>
Mobilink	8	4.7	6.3
Ufone	68.7	70.7	69.7
Telenor	17.3	18.7	18
Warid	4	4.7	4.3
Zong	2	1.3	1.7
Data is evaluated in (%)			N=300

Table 2 shows that most of the respondents (69.7 percent) believed that Ufone cellular company advertisements are very attractive, catchy and influential in comparison to others. 18 percent respondents like Telenor advertisements, whereas 6.3 percent of the respondents voted Mobilink cellular company to have more attractive advertisements. Just 4.3 percent of the users opined that Warid advertisements were catchy and only 1.7 percent users agreed that Zong TV advertisements are more influential.

Table 3: Chi-Square Test for Independence

Who is your current service provider? Which cellular company has the catchiest and most influential advertisements? Cross-tabulation

Count		Which cellular company has the most catchy and influential advertisements?					
		<i>Mobilink</i>	<i>Ufone</i>	<i>Telenor</i>	<i>Warid</i>	<i>Zong</i>	<i>Total</i>
Who is your current service provider?	Mobilink	10	45	9	4	1	69
	Ufone	6	93	10	2	2	113
	Telenor	1	34	25	1	0	61
	Warid	1	30	6	3	2	42
	Zong	1	7	4	3	0	15
Total		19	209	54	13		300

The chi-square test for independence is used to find the association between two variables. Also, each variable has more than one type. Table 4 shows that, 93 respondents out of 300 said that their current service provider is Ufone, and also agreed that advertisements of Ufone are very attractive and catchy. Findings also show that 45 respondents use Mobilink network but they identified that TV advertisements of Ufone are very influential and catchy as compared to Mobilink.

Table 4: Chi-Square Test

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	57.336a	16	0.000
Likelihood Ratio	50.315	16	0.000
Linear-by-Linear Association	11.089	1	0.001
N of Valid Cases	300		

Table 4 represents that there is a Significance Value = 0.00 < 0.05, which shows that there is a significant association between the current service provider and the catchiest and most influential advertisement of telecommunication company. Therefore, the hypothesis is accepted.

Table 5: Correlations

			Influence of cellular package ads in brand switching.	Influence of Advertisements to change decision regarding telecom connection.
Spearman's rho	Influence of cellular package ads in brand switching.	Correlation Coefficient	1.000	.200**
		Sig. (2-tailed)	.	0.000
	N		300	300
	Influence of Advertisements to change decision regarding telecom connection.	Correlation Coefficient	.200**	1.000
Sig. (2-tailed)		0.000	.	
N		300	300	

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis is used to demonstrate the way and potency of the linear relationship between two variables. Data is ordinal, so the researchers used Spearman's rank order correlation. N is the total number of respondents. As there is no negative sign in front of correlation coefficient value, this means that there is a positive correlation between the two variables. The correlation coefficient can range from -1.00 to 1.00. According to Cohen (1988, pp.79-81) if $r = .10$ to $.29$ then there is small association between variables. According to the findings in table 1, since the correlation coefficient is $.2$, hence this shows that there is small association between the variables.

This represents that as Significance Value = $0.00 < 0.05$ we accept alternative hypothesis. Hence, it is accepted that there is a positive association between the advertisement influence to change one's decision regarding cellular connection and in purchasing the brand. So, the correlation is highly significant with low association (Table 5).

DISCUSSION AND CONCLUSION

Advertisements play a key role in today's competitive world. It has become a necessity because it helps to inform consumers about brands, services, or ideas available in the market. Today, the internet has evolved as the primary source of information for the respondents, but television still plays an important role in people's lives. Television is the most effective source of advertising in the era of technology. The main purpose of this study is to determine the influence of electronic media advertisements of cellular networks on the behaviour of users. Pakistan is a developing country where most of the population belongs to youth who are eager to use modern technology. People from different age groups and different segments of society use cell phones for communication and get in touch with others. Different cellular companies like Ufone, Mobilink, Warid, Telenor and Zong provide services to its users in Pakistan (Karim et al., 2017).

Findings show that most of the people use Ufone network for communication with others (Table 1). Cellular companies invest in designing advertisements for Print, Electronic and social media to catch the attention of the viewers. They hire national and multinational advertising companies to generate innovative ideas, to produce catchy advertisements, which can change the behaviour and grab the attention of viewers. Findings of the study show that most of the users consider Ufone advertisements as catchy and influential (Table 2). In the field of technology, TV commercials of cellular companies play vital role in changing the behaviour of viewers to switch from one connection to another (Agarwal, 2010). Different network providers use catchy words and messages in TV commercials to grab attention of users and users remain loyal to the current service provider due to catchy and influential advertisements (Poku & Ampadu, 2014).

Television has a strong and deep effect on the minds and behaviour of people due to its audio-visual power. Television advertisements of cellular companies use colourful graphics, attractive voices, beautiful models and innovative ideas to change the behaviour of people. Findings of the study reveal that there is a strong association between current services provider and cellular companies with catchy advertisements (Table 3 & 4). Television advertisements influence the decision power of users to switch from one cellular brand to others (Tettey et al., 2013). There is a positive association between the advertisement influence to change one's decision regarding cellular connection and in purchasing the brand (Table 5).

This research also important for advertising and marketing concerns about how to make television advertising more effective and efficient and change consumer behaviour. The results clearly show that there is a significant relationship between the impact of advertising to change someone's decisions regarding brand switching and purchasing. It has been found that a significant number of respondents generally agreed that advertising strongly impacted their decision regarding purchasing or changing of mobile network. Therefore, this conjecture is accepted throughout this study. This hypothesis is, therefore, accepted that there is a significant link between current service providers and the most attractive and influential advertisements of telecommunications companies. In this research, the assumption has been moderately accepted that advertisements of cellular networks on television influenced brand switching behaviour of people in Pakistan.

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