

## Determinants and Consequences of Advertising on Consumer Trust and Buying Behavior

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**Abstract:** The main purpose of this research is to investigate the determinants and consequences of advertising on consumer trust and buying behavior. This study is descriptive based on the collection and analysis of results of studies, reports, periodicals and books related to the topic of study. In this study several issues has been discussed like advertising definition, types, factors affect on buying behavior, previous studies, international surveys in consumer trust in advertising types has been included in order to investigate the relationship between advertising on consumer trust and buying behavior. Based on descriptive study, and some other statistical reports like Nielsen Global Online Consumer Survey, The Gandalf group, ASC Research group, and other surveys mentioned in the research, the researchers has found a positive relationship between advertising and consumer buying behavior, however, there are a significant difference of consumer trust related to types of advertisement type 90 % or consumers surveyed by Nielsen Global Online Consumer Survey noted that they trust recommendations from people they know, while 70% trusted consumer opinions posted online. Based on Bart de Proost survey, readers have great confidence in their newspaper. In ASC Research group, Consumers continue to tell us they have greater trust in ads in traditional media. In Global Web Index 2014, people in 26 out of 32 markets are reported to spend more time on digital media forms than traditional ones. Due to difference evaluation from consumer point of views regarding advertising types, the researchers create eight steps to use advertisement properly to build trust and motivate customers to buy companies products and services.

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**Keywords:** Advertising, Consumer Buying Behavior, Trust

### 1. Introduction

Advertising has become increasingly important to business enterprises of all marketing weapons, advertising has leading impact on viewers mind, as its exposure is much more (Katke, 2007). Marketing mix has four subsets i.e. product, price, place and promotion and advertising is a component of promotional mix, which is used to create awareness about product and services for taking purchase decisions. In this rapidly changing world marketers want to communicate their message to the people that can influence buying behavior of people. They adopt different tools to deliver their ideas to the people and advertise their product to the target customers. Now a day's people are bombarded with lots of information through multiple media like newspapers, magazines, billboard, television and internet (Latif & Abideen, 2011). Advertisements are defined into two basic categories such as informative and transformative advertisements. Informative advertisement is one which provides consumers with actual facts (i.e. price, quantity, etc) and other brand details in a logical manner such that a consumer can have greater confidence in assessing the merits of buying the brand.(Mohit Bansa & Shubham Gupta,2014).

(Brosekh & Velayutham) Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers so researchers has found a chance to identify the relationship between advertising and consumer buying behavior and to what degree consumers trust of types of advertisement.

### Research Problem

Researchers has found through pilot study that companies are spending large amount of investment advertising to keep their product at the top of the customer's mind. However still consumer buying behavior is complex and not easy to attract customers to bought company products and services. Based on that the researchers' try to identify the relationship

between advertising on consumer trust buying behavior and to what degree consumers trust of types of advertisement.

#### **Research objectives**

By reviewing studies, reports, periodicals and books related to the topic of study, researchers can identify the main objectives of this research as follow:

1. Identify the meaning of advertising and its types.
2. Identify the meaning of consumers buying behavior.
3. Identify the consumers trust related to types of advertisement based on international analysis companies in marketing researches.
4. Identify the relationship between advertising, trust and consumer buying behavior.
5. Develop steps for advertising strategy in order to build consumer trust in company products and services.

#### **Research Methodology:**

This study is descriptive based on the collection and analysis of results of studies, reports, periodicals and books related to the topic of study in order to investigate the relationships between advertising, trust and consumer buying behavior.

#### **Research Questions**

Based on research problems, the following question have been formulated.

What are the relationship between advertising and consumer trust and buying behavior?

Do adverts have an impact on consumers trust?

#### **Review of Literature**

Researchers (Abou Elnaga & Abunayyan) will list some advanced studies related to the topic of study.

#### **1- Ali Hassan,(2015): "Effects of TV Advertisement on Consumer Buying Behavior: A Comparative Study of Rural-Urban and Male-Female Consumers"**

Television (TV) advertisement is considered one of the most effective medium to influence the purchase decision of consumers. This study aims to answer the question that whether the residential background of consumers i.e. rural and urban has a varying effect on the buying decision due to the television advertisements. This study also compares the effect of TV advertisements among the males and females. The data was obtained from the general public of Gujranwala city and its nearby villages. A sample of 400 questionnaires were circulated and out of these 302 responses recorded and compared. Results indicated that rural residents like the TV advertisements more than urban residents. It was also concluded that urban residents do not purchase the goods unless they do not actually need it. Female

behavior towards purchase is more prejudiced by the TV advertisements than their male counterparts. The study also portrayed that both gender groups and both residents think good when they look at the ad of the product that they are by now using or having.

#### **2- Samar Fatima & Samreen Lodhi (2015): Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City.**

Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

#### **3- Ghulam Khan Niazi & Javaria Siddiqui & Burhan Ali Shah and, Ahmed Imran Hunjra (2012), Effective Advertising and its Influence on Consumer Buying Behavior**

Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. This paper examines the relationship between environmental response and emotional response which are independent variables with dependent variable i.e. consumer buying behavior. This research investigates the relationship between the variables involved, by taking the 200 responses in twins' cities of Pakistan. Findings of this study show the moderate relationship between independent variables and dependent variable. It shows that consumer purchase those brands from which they are emotionally attached. This study reports new results in the field of buying behavior of consumers' response.

#### **4- BRAJDEEP SINGH (2012): "impact of advertisement on the brand preference of aerated drinks"**

Advertising is more than a tool for selling foods and services. It has one overriding task, to position a

brand in the prospectus perception or perceptual space in relation to competitors, so as to created distinctiveness and preference. To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of Researches undertaking in this area. Although the review involved a large number of studies only a few studies which have a direct and indirect bearing in the present study have been reviewed.

##### **5- Ding Mao (2010), Study of Consumer Trust in Internet Shopping and the Moderating Effect of Risk Aversion in Mainland China**

The objective of this study is to re examine some factors affecting consumer trust in Mainland China as well as to investigate the effect of risk aversion as a moderator on the relationship between trust and purchase intention. This paper provided evidence that trust in Internet shopping is built on high service quality as well as website quality. Size of online retailers is found to be negatively related to trust. Notably, risk aversion moderates negatively on the effect of trust toward consumer purchase intention. Implications and suggestions for further research are also provided in the study.

researchers has found through previous study that, there are a significant difference of consumers views of advertising types which reflect that consumer buying behavior is complex and building trust for advertising types is not easy and require deep study to find out a proper way to build consumer trust and determine appropriate communication channel accordingly.

##### **Consumer buying behavior and advertising types**

Kuester, Sabine (2012) define Consumer behavior "is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society". Advertising Fazal ur Rehman & other (2014) is done to create likeness, attraction and influence buying behavior in positive way. Attitude-towards-the ads, is an interesting theory of advertising often used to understand the buying behavior. Advertisers are using different techniques to effectively convey commercial messages to create purchase decision. Hierarchy of effects model often used to assess the effectiveness of advertisement and is a series of steps such as, attention, interest, desire and purchase decision (Cavill & Bauman, 2004; Grover & Vriens, 2006). The steps of hierarchy of effects model are as follow:

AIDA stands for Awareness – Interest \_ Desire – Action



##### **Step one: Awareness**

It is the first step of hierarchy of effects model, where people get awareness about products. At this stage, advertisers introduce their products, services and information about the usage of products.

##### **Step Two: Interest**

Advertisement of a product or service is run with the aim to create interest among target viewers because creating interest is the priority of advertisers. Continues buying of a particular product shows consumers' interest. Pharmaceutical companies, for example, often invest to create products interest in target market with aggressive sales force which attempts to motivate customers for further query.

##### **Step Three: Desire**

It is the third step of hierarchy of effects model that deals with the aspiration of target customers to buy a product or service. From advertising view point, desire is said to be the intense level of wanting a product. Creating desire is the precedence of advertisers, At this level, advertisers try to give greater exposure of a product to the customers.

##### **Step four: Action**

At the fourth level of hierarchy of effects model action on the part of a customer is taken i.e. actually purchasing a product or service. At this stage, customers are ready to pay for the products to fulfill their intense desire for a particular product or services. A number of incentives offered may persuade a customer to take action (purchase).

##### **How to use AIDA Model of advertising**

Priyanka Rawal (2013) Using AIDA Model of advertising effectively Grab the potential clients or customers attention. Whether the advertising involves commercials, posters or billboards, the ad should be attention - grabbing. Catchy audio visuals or interesting pictures are often used. Arouse the potential customers interest by using visuals that relate to him. This will require obtaining information about potential clients or consumers. Businesses can run

studies, take surveys or even just ask questions to gain information about what interests potential clients or customers, and then use these cues in advertising formats. Give the customer a desire for the product or service. A business should show how the product or services will benefit her. A customer should have a clear image of what the product or service will provide that she needs and wants. Invite the customers to purchase the product or service. Often, encouraging the customers to act quickly can make the difference between success and failure in marketing. Offering sales or discounts with time limitations is one way of making customers act quickly.

### **The Process Of Consumer Decision Making**

The process of consumer decision making can be viewed as three different but interlocking stages: the input stage, the process stage, and the output stage as shown in below figure [Schiffman & Kanuk, 2010, p.36].

#### **1- Input Stage:**

The input stage influences the consumer's recognition of a product need and consists of two major sources of information: the company's marketing efforts (the product itself, its price, its promotion and where it is sold) and the external sociological influences on the consumer (family, friends, neighbors', other informal and non-commercial sources, social class, and cultural and sub cultural memberships) [Schiffman & Kanuk, 2010, p.37]. According to Raskovic and Grahek (2012), "Young people act as powerful opinion leaders for their surrounding social environments" (p.91). From the time they were children, youngster always encouraged by the people surrounding them to share their opinions. Therefore, they translated into the group who feel that their opinions are always welcomed and needed. Also, young - adult consumers evaluate quality not only as a generic product or service attribute, but also as closely intertwined with pricing and value, as well as branding and promotion [Raskovic and Grahek, 2012].

#### **2- The process stage:**

The process stage of the model focuses on how consumer makes decisions. The psychological factors inherent in each individual (motivation, perception, learning, personality, and attitudes) affect how the external inputs from input stage influence the customer's recognition of a need, pre-purchase search for information, evaluation of alternatives [Schiffman & Kanuk, 2010, p.37]. At this stage, the act of making a consumer decision also consists of three stages: (1) need recognition, (2) pre-purchase search, and (3) evaluation of alternatives. The experience gained through evaluation of alternatives,

in turn, affects the consumer's existing psychological attributes.

#### **3- Output Stage:**

The output stage of the consumer decision making model consists of two related post-decision activities: purchase behavior and post-purchase evaluation [Schiffman & Kanuk, 2010, p.37]. The objective of both activities is to increase the consumer's satisfaction with his or her purchase. Before making a good decision, one should attain every accurate and 'up-to-date' information regarding the product that is out there, and also understand the basic significance of those data.

#### **Consumer trust definition**

Thomas (2009: 346) further defines trust as "an expectancy of positive outcomes, outcomes that one can receive based on the expected action of another party". A key aspect that is reflected in this definition of trust is credibility.

Glen L. Urban (2003) Trust-based marketing is a marketing theory based on building consumer relationships through trustworthy dialogue and unbiased information. Trust-based marketing focuses on customer advocacy techniques that assist consumers in making informed purchase decisions based on comprehensive marketplace options and equitable advice. Trust means confidence on exchange partner's reliability and integrity (Morgan and Hunt 1994). Trust shows consumer commitment and satisfaction with particular brand. The "trust" in Trust Based Marketing is key. Always provide truthful and unbiased answers to any question. Recommend the right solution for your customers needs and always be there if they have any problems.

#### **Researchers comments**

Consumer trust is an important factor and widely heralded as an essential element for the success when a customer trusts a business or brand, that customer is willing to form a positive buying intention towards the business.

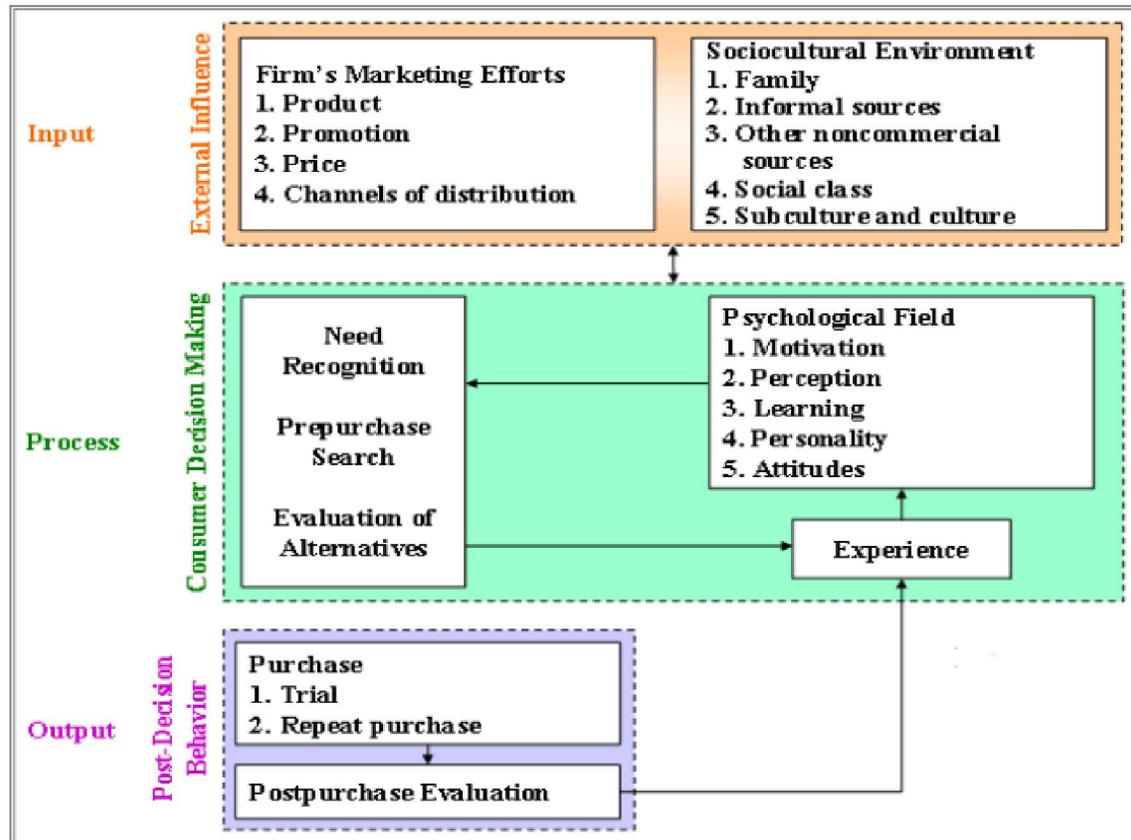
#### **Advertising types, techniques and consumer trust and buying behavior**

Researchers (Abou Elnaga & Abunayyan) believe that building consumer trust is crucial. Customers don't buy from people they don't trust, if consumer has trust on company products and services, he will buy its products and accept their advertisements, so company must study consumers characteristic by conducting marketing research to determine consumers attitude and perception toward its products and services. There are several types of techniques are used in the advertisements and promotion of the cosmetics. Some of them are explained (OAKLEY, 2009).

2. **Celebrity Endorsement:** this kind of advertisement is very important and successful in all age group especially young people. Using the celebrity may enhance the trust of the people to buy product but it is not evident that 1. **Aspirational advertisement:** This type of advertisement is most successful in young age people. This kind of advertisement involves the slogans and tag lines which inspire them. For example “most beautiful me” and “true perfection has to be imperfect”. Aspirational

advertisements are mainly based on three pillars that are perfection, sex appeal and status (OAKLEY, 2009). This kind of advertisement also provides brand loyalty (OAKLEY, 2009).

3. **Social responsibility advertisements:** like dove many cosmetics brand are associated with the benefits of the society. According to survey women wearing cosmetic feel confident because these brands advertise them as providing the confident in the society.



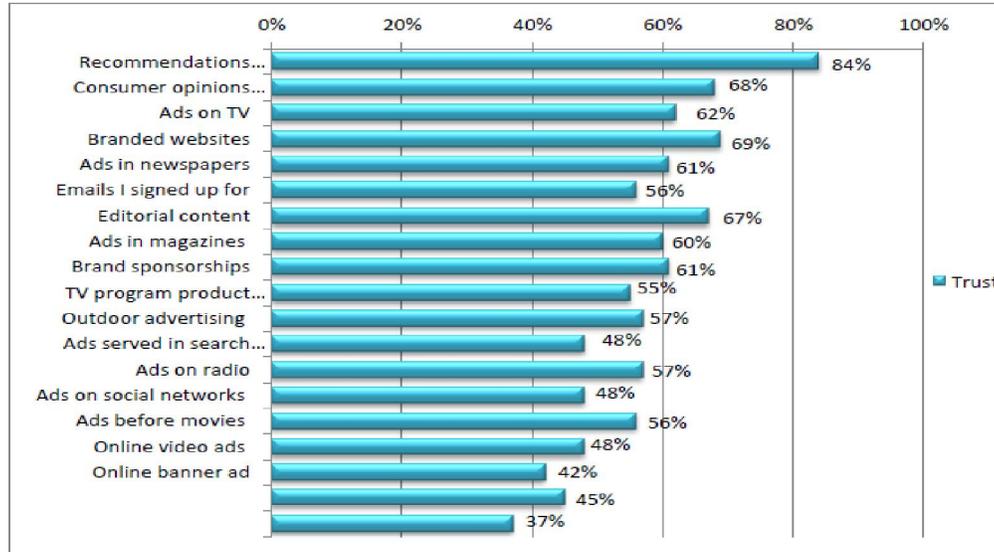
A Model of Consumer Decision Making [Schiffman & Kanuk, 2004]

### Consumers trust in worldwide surveys:

#### Survey one:

According to a survey responded by 29,000 consumers from 58 countries and published in September 2013, recommendations from acquaintances are the most credible source of advertising. In other words, word-of-mouth is still an effective way of advertising. However, how to have existing consumers spread their words to potential

buyers is not an easy task. Hence, building positive brand attitude is a vitally essential mission of a business. The following bar chart shows the percentage of completely or somewhat trust in different forms of advertising. (The Nielsen Company 2013) Even so, the recommendation of someone else remains the most trusted sources (84%) of information when consumers decide which products and services to buy.



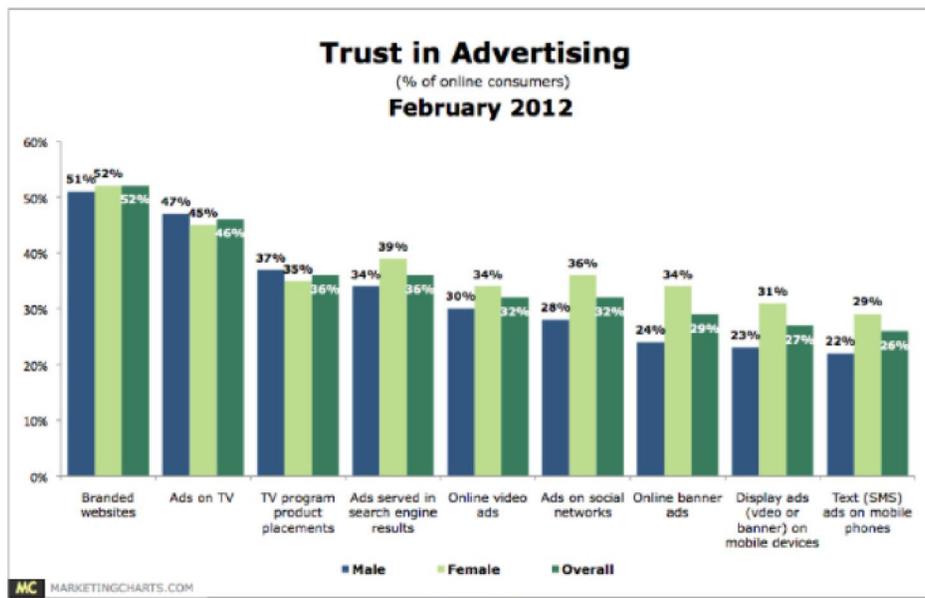
Source: Nielsen Company, 2013. *Global Trust in Advertising and Brand Messages*, New York:

**Survey TWO: Report released in February 2012 by Nielsen and NM Incite**

Online consumers place the most trust in advertising they find on branded websites, according to a report released in February 2012 by Nielsen and NM Incite. 52% of online consumers indicated trust in these ads, ahead of ads on TV (46%), TV program product placements, and ads served in search engine results (both at 36%). Roughly one-third trust online video ads and ads on social networks, while about 3 in 10 trust online banner ads. Ads served on mobile

devices are the least trusted, though: 27% trust display ads (video or banner) on mobile devices, and 26% trust text (SMS) ads on mobile phones.

Online consumers' trust in social media ads roughly mirrors their feelings about these ads' usefulness: according to a study released in December 2011 by Epsilon Targeting, 31% of Americans said they find advertising on social media sites to be either not very or not at all useful, compared to just 13% who find them somewhat or very useful.



**Survey Three: Bart de Proost, 2013**

Advertising in the Netherlands commissioned a research study to find out what role an advertisement’s placement plays in its effectiveness with consumers.

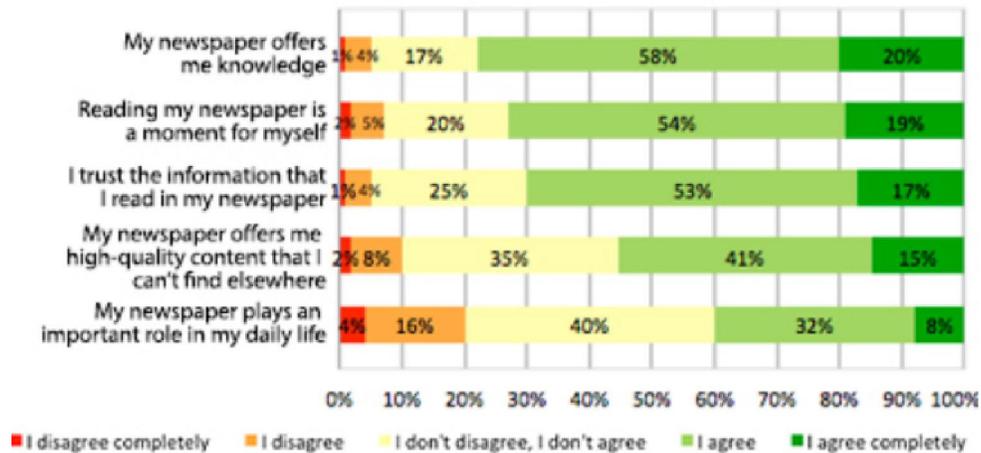
In 2012, Cebuco and Intomart Gfk conducted research on trust and value that showed readers have a strong connection to and confidence in the newspaper they read. The research was carried out quantitatively online for readers and non-readers of newspapers and for visitors and non-visitors of Web sites.

High trust and value among readers: Readers attach great value to the newspaper they read. Nearly four-fifths of readers (78%) indicated the newspaper gives them knowledge, and three-quarters (73%) said reading the newspaper represents a moment for themselves. Readers have great confidence in their newspaper. Of those surveyed, 70% indicated they trust the information they reading in their newspaper.

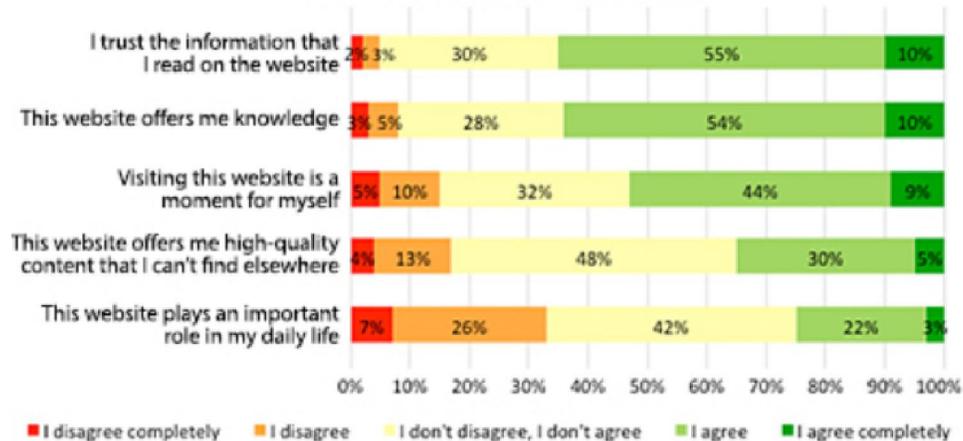
More than half (56%) believe the newspaper offers them high-quality content they don’t find elsewhere.

High trust and value among the visitors of news Web sites: If we look at Web site visitors, we see they attach great value to the news Web site they visit. Most (65%) have great confidence in the information on the site. And most (64%) also believe the news site offers them knowledge. The visitors are less convinced of the uniqueness of the content on the news sites, with only 35% indicating the Web site offers them high-quality content they don’t find elsewhere, 17% disagrees (completely). Visitors bond less with a news site than a newspaper. We can see this again in the statement, “My newspaper/this Web site play an important role in my daily life.” While 40% of newspaper readers agree (completely) with this statement, only 25% of Web site visitors agree. Also, the other statements were evaluated more positively by the newspaper readers than by the Web site visitors

### Trust and Value - newspapers



### Trust and Value - websites



## Survey four: ASC Research, Consumer Perspectives on Advertising 2015

### A- Canadians View Advertising Positively

The Gandalf Group to conduct focused quantitative research to better understand Canadian consumers' trust in advertising in the digital world. Conducted in early 2015 with a representative sample of 1,052 Canadians, this research probes more deeply into consumer comfort levels concerning the truth and accuracy of advertising across all media, but with a particular spotlight on online advertising. Importantly, we explored consumers' perceptions of truth and accuracy in advertising for favorite and familiar products and services in various media. The

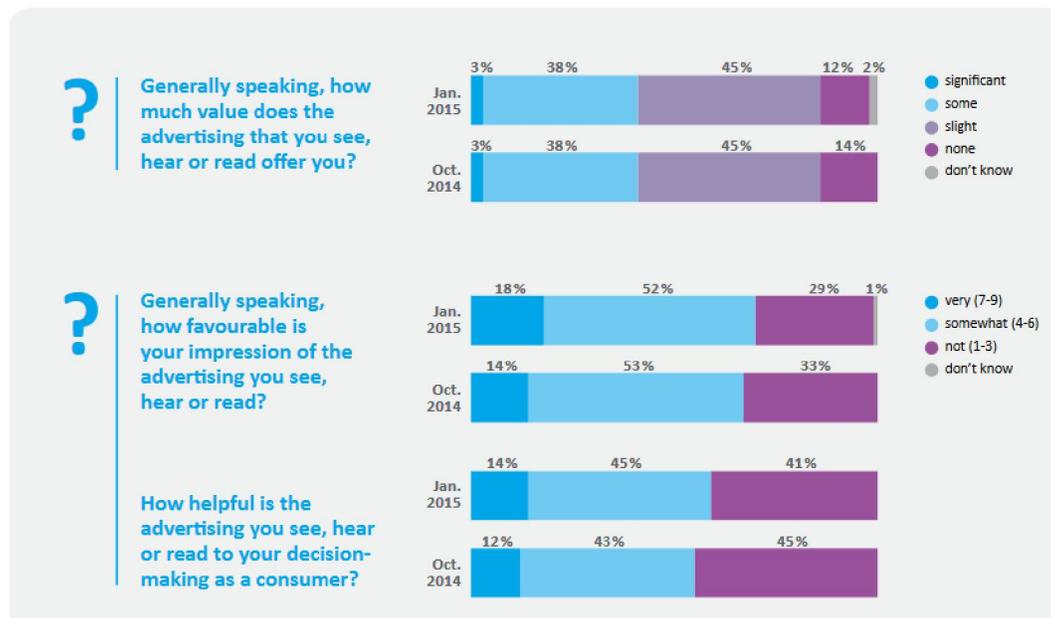
results, while not surprising, are important. Consumer comfort level regarding the truth and accuracy of an advertisement is highly influenced by their personal relationship with the advertised product or service. Further, this influence seems to be greater than the influence of the presenting media.

- Consistent with 2014 research findings, a majority continue to have a favorable impression of advertising that they see, hear or read.

- Most derive at least slight value from advertising, and only 12% believe advertising provides them no value at all.

- A majority continue to find advertising helpful with consumer decision-making.

## What do Canadians get from advertising?



Source: Gandalf group, (2015), ASC Research Consumer Perspectives On Advertising

### B- Perception of Trustworthiness of Advertising Varies Across Media Types

- Consumers continue to tell us they have greater trust in ads in traditional media.

- While the greatest trust is expressed for advertising in newspapers, ads in all traditional media enjoy the trust of at least a majority of Canadians.

- The lower overall trust levels for online advertisements are in part driven by those consumers 65 years and over – they are less likely than others to say they find online ads trustworthy.

### Survey five:

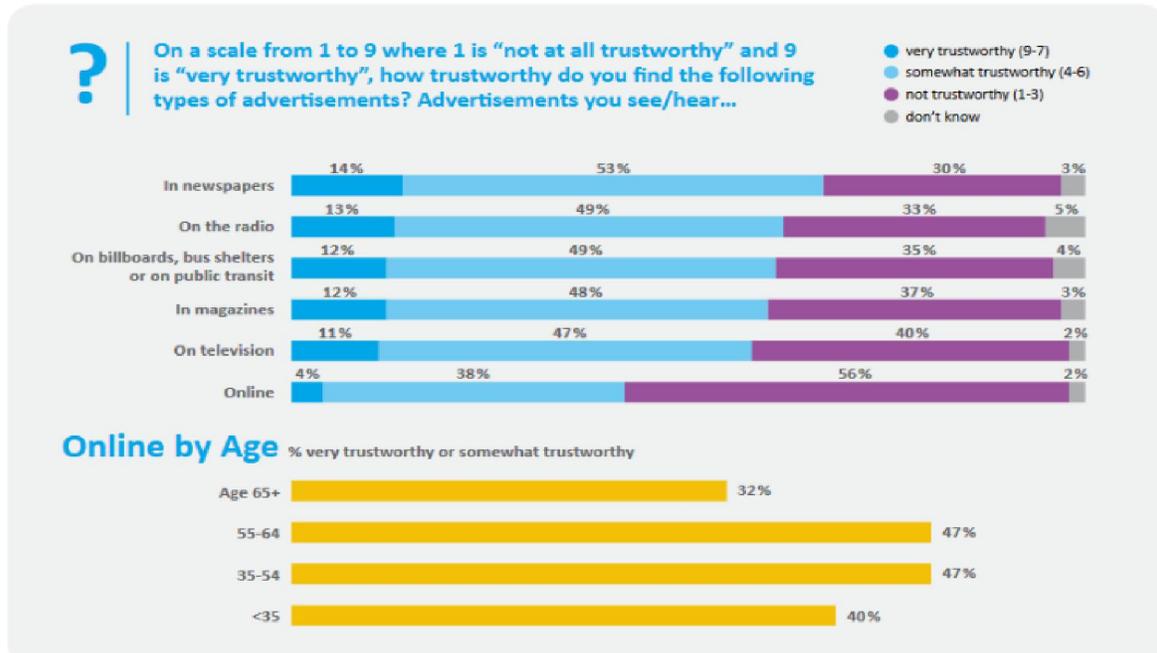
**Anne Freier (2015) Consumers may trust ads, but they continue to avoid them:**

Based on Anne Freier (2015), Mobile ad network, Buzz City, recently revealed new research

that highlights how consumers may be avoiding ads despite high levels of trust for advertising. The report, based on a survey of 3,000 consumers in 17 countries, talks of a “hate-love relationship to advertising”. It found that 67% of consumers took note of online adverts and 42% of mobile ads. Internet advertising is the most influential form at 27%, followed by online video and TV (23% each). But at the same time, the three formats are also seen as the most invasive. Driven by the recent reports on ad blockers, Buzzcity took a closer look at ad avoidance, driven by consumers wanting to take control of the ads they view. 36% of respondents dislike the amount of ads they are viewing, whilst 29% just find them annoying. However, the amount

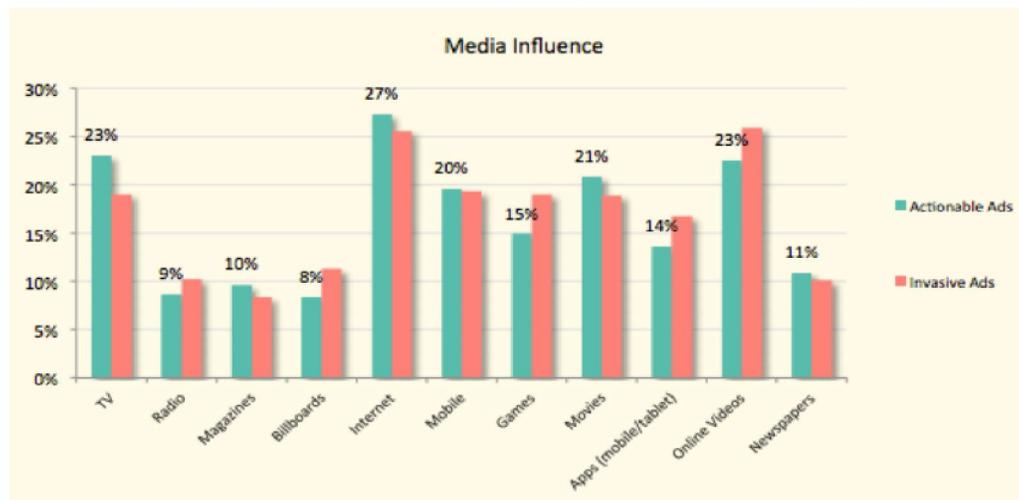
of consumers who view the same ads too often decreased 5% from last year.

### Trustworthiness across media



Source: Gandalf group, (2015),ASC Research Consumer Perspectives On Advertising

### Media influence versus actionable and invasive ads

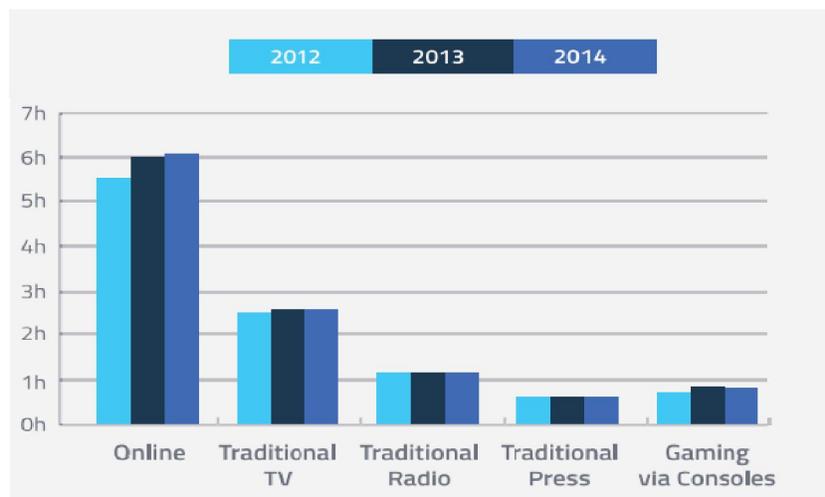


Source: Anne Freier (2015) Consumers may trust ads, but they continue to avoid them, Buzz City–Mobile internet advertising

### Survey six: Global Web Index 2014

Based on Global Web Index 2014, On the report of research conducted by interviewing 170,000 Internet users aged from 16 to 64 across 32 countries

each year, from 2012 to 2014, people in 26 out of 32 markets are reported to spend more time on digital media forms than traditional ones (Global Web Index 2014).



Source: Changes in the Consumption of Media from 2012 to 2014 (Global Web Index 2014)

#### Researcher Abou Elnaga & Abunayyan surveys comments:

Above international survey of consumer trust regarding adverting types create a questions, why consumer did not trust of some types of advertisements and also they trust of other types of advertisements? based on all date gathered above, researchers has a complete picture to answer those questions in the coming section.

#### Researchers comments and views

Since advertising has a two-way relationship with consumer behavior. The Researchers' has found through the descriptive study that companies must have advertising strategy in order to build among consumers. Advertising strategy is a way to communicate ideas about products and services to potential consumers in the hopes of convincing them to buy those products and services. Below steps will be a good steps to build consumers trust in adverting types and activate buying behavior.

#### 1. Defining the Product or Service features and characteristics

Before thinking about any advertising strategy, defining the product or service features are characteristics offered by the company is considered an essential issue and determining the position of the product in the market among other competitors is also considered a key starting point to create an effective advertising strategy.

2. **Understanding the specific target customers:** Determining specific target customers willing to do business and buy companies products and services is also important steps which required define some factors such as demographic factors, psychographic factors, behavioral pattern.

3. **Conducting Market research:** Market research is considered a third steps after determining the target market by gathering and analyzing information about a market, about a product or service to be offered for sale in order to find out if there is a real market for company product or service or not. Market research provide a good signal of consumer desire and, spending habits from such products and such other issues.

4. **Developing a complete marketing plan:** A marketing plan is a comprehensive document will be create after determining the current trends in the market. The marketing plan aims to create a niche of the product so that it stands out among the competition. it also includes a statement of the marketing situation, a discussion of target markets and company positioning and a description of the marketing mix (7Ps) you intend to use to reach your marketing goals.

5. **Determining appropriate communication media:** The marketing plan emphasize the real implement of several channels of communication types. A communication medium is simply "how" a company message is sent to the receiver. This depends on the product or service that is being marketed which required determine target customers clearly. When a company follow above steps, choosing among various communication channels will be more realistic and will lead to the fulfillment of a company goal and objectives.

6. **Allocate budget for advertising:** is considered an important parts to activate all previous steps. Allocate budget is depending on the resources available to the company and to what degree the managers is persuasive of the importance of implementation because sometimes managers is

looking for create effective advertising but they will afraid from lose the resources. If a company allocate good budget according to marketing plan it will find good location in the market and customers mind.

**7. Determining marketing methods:** Determining marketing method Determining marketing method mean a company should select between two types of methods to advertise while creating the strategy. They are push method and pull method. They can decide to go with either depending on their strategy and objective. A push promotional strategy works to create customer demand for your product or service through promotion: for example, through discounts to retailers and trade promotions. A pull strategy involves motivating customers to seek out your brand in an active process. For example, advertising children's toys on children's television shows is a pull strategy. The children ask their parents for the toys, the parents ask the retailers and the retailers the order the toys from the manufacturer. Other pull strategies include sales promotions, offering discounts or two-for-one offers and building demand through social media sites such as YouTube.

**8. Modifying and adjusting advertising strategy:** this step is considered an ongoing process to ensure the company working well in the market and update its strategy according to the dynamic market if required.

### Conclusion

Determinants and consequences of advertising on consumer trust and buying behavior is not easy to decide the relationship between them due to various interventional factors like product features and characteristics, target audiences, company budget and resources etc, which required deep and updated marketing researches and complete marketing plan in order to develop proper communication channels.

In this paper several issues has been discussed like advertising definition, types, factors affect on buying behavior, previous studies, international surveys in consumer trust in advertising types has been included in order to investigate the relationship between advertising on consumer trust and buying behavior.

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