

Impact of Infomercial Advertisements on the Product Purchase Intention of the Consumers of Lahore, Pakistan

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Abstract—*Infomercial is a type of advertisement which is intended to educate the consumers about a product or a series of products via television in the shape of a program. By keeping infomercials in mind researcher held a research study on the impact of infomercial advertisements in the buying behavior of consumers of Lahore, Pakistan through survey and using focus group as a tool of data collection. Researcher has selected a sample of 200 consumers of Lahore. The study recorded the respondents buying behavior, changing intention of purchase of products and also impact of infomercial advertisements on the buying behavior of consumers. The core purpose of this study was to find out the buying behavior of consumers and popularity of infomercial advertisements among consumers. survey and focus group results revealed that most of the consumers watch infomercial advertisements frequently to get detailed information about the products. They watch infomercials for time saving. Because of infomercials people have the choice to choose their desired products with technical details which are not often available on the outlets, and people do not have to leave their comfort zone for the shopping. Infomercial advertisements are big source of time and money saving one get other one free or on half price.*

Key words: Infomercials, Buying Behaviors, Consumers

I. INTRODUCTION

Advertising could be a means that of communication with the users of a product or service. Advertisements are messages obtained by those that send them and are meant to tell or influence people that receive them, as outlined by the Advertising Association UK.

Advertising is always at hand, although individuals might not bear in mind of it. In today's world advertising uses each attainable media to urge its message through. It does this via Television, print, internet, Radio, direct commercialism, hoardings, mailers, contests, sponsorships, placard, attire, events, colors, sounds, visuals and even individuals. The advertising trade is formed of corporations that publicize agencies that make the advertisements media that carries the ads, and a number of individuals like copy editors, visualizes, whole managers, researchers, artistic heads and designers. World Health Organization take it the walk to the client or receiver. A cooperation that has to advertise itself associate degreeed/ or its product hires an agency. The corporate briefs the agency on the whole, its representational process, the ideals and value behind it, the target segments and then on. The agencies convert the ideas and ideas to

form the visuals, texts, layouts and themes to speak with the users. Once approval from the consumers, the endure air, as per the bookings done by the agency's media shopping for unit.

There are some sort of advertising 5hat are accustomed advertise the product and services. One among the kinds of advertising infomercial grabs the researchers attention, primarily infomercial could be a sort of advert that is geared towards educating the consumers, a product or a series of product via TV within the sort of a program. Infomercial generally lasts longer than an everyday advert and therefore is a lot of elaborated. Infomercials are smart for those products that needs elaborated rationalization concerning their options as they will run as an everyday length TV program. These are ready to directly connect with its consumers on a period of time basis. They produce the connect with the potential client to create a pursuit concerning merchandise or place associate degree order. Usually , varies offers or promotions /discounts are pitched to customers at the time of product promotion. A fee variety is mostly airy on the TV channel as a part of associate degree infomercial with the merchandise code to assist customers order that specific product. Infomercial is that it seems throughout

off-season hours as compared to regular advertisements that seem throughout peak hours. One attainable reason is that that advert rates are usually lower around off season hours and since infomercials need longer., it comes bent on be economical for them. Among the main options of infomercials is that the reach and since of the method its communicated, it makes a second connection with consumers across the regions. There is a heap to be aforementioned for having the ability to grant a live demonstration of a product in order that consumers will truly see how it works how simple or tricky it is, how hefty or diminutive, how jagged or tedious, or how effectual.. Even TV stations are not got wind of to handle the creating of associate degree infomercial from setting out to finish.

They do not have the potential to produce the set style, scripts, show format, celebrity acquisition and testimonials, simply to call a couple of the season that get into the method. They will shoot the footage within n= the starting and edit the entire factor along at the tip, however everything mediate is out of their realm. Your infomercial can rarely be watched by anyone from setting out to finish, thus you want to split the 30 minutes show into separate, attention grabbing phases with a "closer " or "call to action" at the tip of every segment, whereas your telephone number, website address and P.O. Box address ought to be the screen the least bit times, a closing phase ought to come about each 10 minutes roughly to encourage individuals to shop for straightaway or to supply an inventory of store locations wherever the merchandise may be found. Business with the product that do not amendment abundant over time will a lot of simply recover the value of creating infomercial as a result of they will turn out only 1 and use it for years. However the infomercials for few businesses have a way shorter shelf-life as result of the footage is consistently changing into noncurrent samples of Pakistani infomercial advertisements are product starting from garments, cosmetics, home appliances, gymnasium machinery and household things .

LITERATURE REVIEW

Miranda (1990) cited, which is to inform and persuade, people always believe on what they see on the wide screen. They also tend to imitate and they sometimes do it. To sell goods, to create demands, familiarize the public with the use of the products, introduce new styles and customs to get the consumers to enter a store, to create a good will, and to prepare the way for the salesman are some of the specific purposes of advertising.

Regarding the effects people have of everything, Martin et. al. (2002) made use of infomercial advertisement design elements because of their usefulness. After viewing the infomercial, a survey was conducted from those customers who bought the said product. Infomercial advertisement is more successful when there are specialist comments, testimonials, product demonstrations, the use of target market models, celebrity endorsers, product comparisons, and bonus offers. Age of the people and type of bought product also has great influence.

The research by Sashikala (2007) has paying attention on evaluating the impact of the advertisements in which

emotional appeal has been used to target the emotions of consumers. The outcomes of the findings from the surveyed group have disclosed that the television commercials in which emotional appeals are used have greater. Print media dwells in the second place followed by bill boards and internet. 62 of the population from the sampled group has accepted that emotional appeal in the advertisement create the curiosity among the consumers which lead them to purchase the product. The results of the research have showed that 58% of the respondents believe that they get excited to buy the product if the advertisement attract.

Lehmann (1977), Houston (1979), Beatty and Smith (1987) and Bloch et. al.(1986) in their researches wrote that height of participation is believed to moderate the extent and nature of both information search and information dispensation with highly involved consumers likely to seek, pay attention to, and cognitively process detailed information.

Petty and Cacioppo (1981, 1986); Gorn (1982); Petty et. al.(1983) examined that, consumers make decisions for any product by rely on its presentation in advertisement, they get inspired by its music, imagery, endorser characteristics, etc. and ignore the process detailed issue-relevant information to reach at their decision.

Allen. Et al., (1992) stated that emotional appeal in advertisement influences the consumer behavior and consumer's emotional reaction lead them to buy any product. Gorn, 1982, explained this behavior that, the consumer behavior towards a product is directly proportion on its advertising, without any valuation of the quality of the product.

Smith et al. (2006) also stated that the over exaggeration of product's benefits in such inconspicuous manner leads the consumer to go in psychologically under the pressure of advertising cogency and deliberately decides to buy the advertised product. Barbara, J. P (1997) said that the advertisements have been pressurized consumers psychological, sociological, appealing and political grounds. Some critics often criticize advertising that it is very harmful to the collective behaviors of the society.

THEORITICAL FRAMEWORK

A. Framing Theory

Framing theory is used to strengthen the study the infomercial advertisements as in these advertisements information is presented in a way to frame the view of the consumers concerning the purchase of the products.

Framing theory recommends that how to frame something according to one's perception to stimuli the choices people make. This theory has stated, people always attempt to make the most balanced choices possible and these people always chose balanced options when same data provide them. Tversky and Kahneman (1981), however, conducted and experiment with some under graduate students that reveal something else. In the experiment, they gave same decisions to two different students but in two groups. In first group the decision was framed in positively and in other it was framed negatively. Both groups choose the opposite answers from one another. Therefore, the way a decision was presented or "framed" highly affected the choice people made. George Lakoff, said that communication itself comes with a frame.

The elements of the Communication Frame include: A message, a receiver, a sender, a medium which contain message in the form of images or a context which is presented in, higher-level moral and conceptual frames.

RESEARCH METHODOLOGY

This study relies on the survey method and focus group used to gather the information. Subjective approach has been adopted. A systematized poll for the investigation of the consumers point of view towards infomercials and their buying goals. Self distributed questionnaires and online survey for the gathering of people gone useful. Session of Focus Group was actuated for inside and out perspective of the buyers. Among the purchasers that are house wives and working women by methods for advantageous examining the specialist took the information from the shoppers containing test of 200 respondents. Also, the example measure for the profundity discourse was 12. The study is based on these hypotheses:

H₁: Infomercial advertisements are promoting products among consumers.

H₂: More the exposure of infomercial advertisements more the effect on the buying behavior of consumers.

RESULTS

A. Focus Group Discussion

The discussion of Focus Group was held at Freddy's Cafe on 5th May 2018 during 4pm to 6pm with 10 participants including Working women, House wives and advertising students. Zarmeena Khan, Reporter in Samaa Tv, Naheed Khan, Journalist, Tehmina Ahmed, Broadcast Journalist, Fatima Ali, Radio Jockey, Saman Khan, a house wife, Fakhra Saleem, a house wife, Mehwish Ahsan Khan, a house wife, Saba Kamran a house wife, Fatima Nawaz, an advertising student, Ruqqiya Khan, an advertising student.

It was started with the introductory session and pursue with the opinions of every participant. Zarmeena Khan stated that Infomercials allow audience to put an instant order via a toll-free phone number, email, address or an Internet website. We can review the product in detail and decide on the spot whether it is worth buying or not. Fatima Nawaz said that The timing of an infomercial is the key. If an infomercial is advertised at a time when the potential buyer is free to give time to television, it has more chances that the product being advertised will be bought. According to Ruqqaiya Khan, there is a flaw in the infomercials are that they exaggerate the claims and these claims reduced the effectiveness or uniqueness of the certain product. For instance, there is an infomercial of Hair Removing product, they show the deep cuts which women got from using razors or burning themselves with waxing. Advertisers shows that their product is worth a use and exaggerate in a way that consumers gets irritated and switch it. They should use more different methods to grab the attention of the consumers. Fatima Ali stated that not like standard commercials, which are mostly only 30 seconds, this type of advertisement gives

audience more time to focus on the product and its specification. Infomercials are mostly longer than the standard advertisements. In 5 to 7 minutes commercial advertiser gives an insight depth of the product which is useful for the consumers and consumers can easily out an order instantly by calling the toll free number. Consumers can order instantly for special deals offered in infomercials. Infomercials are more helpful to decide about the purchase of the product.

According to Fakhra Saleem, infomercials have a circle of audience because they are aired on TVs during off peak hours in order to capture progressively more audience. They are similar to direct selling programs because their intention is to capture the interest of the viewers and convince them to buy goods or services. Infomercials promote convenience. Most of the goods sold through infomercial are endorsed by professionals which satisfy the consumers and convince them to purchase the product. Saba Kamran stated that she mostly purchase the products which she has seen in infomercials. She said that after watching infomercials she got satisfied and order the products for her household usage. She further added that infomercials saves her time and give her product information in detail. According to Mehwish Ahsan Khan, infomercials sometimes misrepresent information about the product. They create such positive hype about the product that viewers are tempted to buy. However when we actually get the product we are disappointed to see that the quality is nowhere which they shown in infomercial. Naheed Khan stated normal TV advertisements are so short that they fail to get viewer's attention in one go. However they appear so many times on the TV screen in a short span that the viewer unconsciously becomes aware of it. As compared to these, Infomercials usually last for quite long, however some of us may not be very much intrigued by them as it is a bit boring to sit and watch such a lengthy ad when we can watch something more entertaining on the television.

Tehmina Ahmed stated that infomercials are lengthy and sometimes they are boring. Few of the products are beneficial but their quality is not up to mark. Saman Khan said that infomercials help consumers in saving the time and money, because infomercials offer discounts as well and attract the consumers to purchase the product in less money. Overall interpretation of the focus group discussion shows that the respondents acknowledge the importance of infomercials. They are aware of the fact that infomercials are longer as compared to regular TV advertisements and present more information related to the product. Most respondents agree about the benefits of infomercial advertisements like they offer convenience, allow instant ordering and present product information in great detail. However some respondents shared the disadvantages of infomercials like they are boring and product in actual is not as described.

DISCUSSION AND ANALYSIS

B. Survey

According to the survey 30% of the consumers watch advertisements whereas 27.5% occasionally watch advertisements while 25.5% of the consumers rarely watch the advertisements, 12% watch frequently and 5% responds that they never watch advertisements. 46.5% of the consumers watch television advertisements, 20.5% rely on social media advertisements whereas 17% responded that they watch online advertising while 12% said that they are more focused on billboard advertisements and 4% belongs to print media advertising respectively. 37% of the consumers occasionally watch advertisements. 27% watch infomercials frequently whereas 22% rarely watch infomercials. 10% consumers said that they watch infomercials very frequently 4% said that they never watch infomercial.

The study has found that 30.5% of the consumers watch the infomercials of electronic gadgets 27.5% said that they watch infomercials of every product whereas 18% said that they like to watch the infomercials of home appliances. 13.5% watch the infomercials of apparels and 10.5% belongs to cutlery category respectively. Infomercial has influence on the choice of buying product it is said by the respondents according to the survey most of the population agreed with the percentage of 45.5% that infomercials has influence whereas 42.5% infomercial have neutral influence while 6.5% said that infomercials has no influence on the consumers, 3% falls in the category of strongly disagree and 4% strongly agreed that infomercials have an influence. According to the survey 30.5% of the population occasionally buy products after watching infomercials, 27.5% of the consumers frequently buy products, 26.5% rarely buy products while 10.5% never buy any products while 5% belongs to very frequently category respectively. 33% of the population responded that they watch infomercials because of the detailed information of the products. 25% said that for variety of the products they watch infomercials while 22.5% consumers responded that they watch infomercials for time saving because they gathered the detailed information about the product through infomercial and order the product. This procedure saves their time to go out and search for the best product to buy it while 13% falls in the category of others and 6.5% said that they saves money because of infomercials as they offers discounts

According to the survey 40% of the population is neutral about the trustworthiness of the information presented in through infomercials with the percentage of 40.5%. 34.5% falls in the category of agree. 15% falls in the category of disagree. 6.5% falls in the category of strongly agree. While 3.5% belongs to strongly disagree category respectively. 36% of the consumers responded that they watch infomercials because quality of the products shown in infomercials are up to mark whereas 22.5% said that the product prices are reasonable while 20% said the advertisers promote the product in an attractive way which is very eye catchy.

37% of the majority consumers prefer infomercials .because they are time saving, whereas 21.5% said that they are money saving because in infomercials different discounts are also offered while 18% said that infomercials are very informative which gives in depth information regarding the product information. 16% consumers prefer infomercials

because of the variety in products and 7.5% belongs to others category respectively. Majority with 41% said that infomercials influence them occasionally whereas 27% said that they are influenced by the infomercials frequently. 20% falls in the category of rarely influenced by the infomercials. 8.5% of the consumers responded that they never get influenced and only 3.5% of the consumers said that they get influenced by the infomercials very frequently. Majority with 36% said that they feel more good when they watch the infomercials of the specific product which they are already using. 31% said that they feel good occasionally whereas 19% rarely feel good while 9.5% of the consumers responded that they feel good very frequently and only 4.5% belongs to never category respectively.

30% of the consumers responded that they have impact of infomercials whereas 23% responded that they have strong impact. 23% said that they neutral impact of infomercials while 15.5% responded that they have minimal impact of infomercials and only 8% respondents said that they have no impact of infomercials .Majority with 39% of the consumers said that the infomercial advertising is effective to promote the brand and reach its audience whereas 30% were neutral in this regard while 21% were strongly agree. 6% were disagree and 4% belongs to strongly disagree.

CONCLUSION

The aim of this study was to find out the impact of infomercials advertisements on buying behavior of the consumers. The study is important because advertisements influences the consumers in shaping buying behavior. The survey was carried out on the working women, house wives and advertising students through convenience sampling . The hypotheses of the study were Infomercial advertisements are promoting products among consumers and Greater the exposure of infomercial advertisements greater the effect on the buying behavior of consumers. The data of the analysis collected through the questionnaire inveterate both of the hypotheses and it has found that the infomercial advertisements affect their choice of buying products and changing their buying intentions.

Consumers watch infomercials for time saving because of infomercials people have the choice to choose their desired products with technical details which are not often available on the shop purchasing, and people do not have to leave their comfort zone for the shopping. Infomercial advertisements are big source of time and money saving. Most of the time infomercial advertisements have some sort of promotions and discounts which also attract the consumers to buy the product. It is concluded that infomercials have an influence on the buying behavior of the consumers.

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