

IMPACT OF UNETHICAL ADVERTISEMENT ON CONSUMER'S BUYING
BEHAVIOR: AN EVIDENCE FROM TWIN CITIES

By

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Naveed Taj Ghouri

Dedicated to:

*“The Person Behind My Motivation
towards Knowledge ~ Syed Bilal Qutab”*

Table of Contents

SUBMISSION FORM OF THESIS	iii
APPROVAL SHEET	v
Abstract.....	1
Chapter 1: Introduction	2
1.1: Background of the Study (Research Gap)	4
1.2: Problem Statement.....	5
1.3: Research Objectives	5
1.4: Research Questions	5
1.5: Overview of Theoretical Framework	6
1.6: Overview of Research Methodology	6
1.7: Significance of study	6
1.8: Limitations	7
1.9. Structure of the Thesis	7
Chapter 2: Literature Review	9
2.1: Advertisement.....	9
2.2: The Role of Ethics	10
2.3: Unethical Advertisement	11
2.3.1: Advertisement of controversial products.....	12
2.3.2 Controversial advertisement of products.....	13
2.4: Consumer's Buying Behavior	13
2.5: Black Box Model	15
2.6: Product and Brand Choice.....	17
Chapter 3: Theoretical Framework	18
3.1: Hypothesis Development	18
Chapter 4: Research Methodology.....	20

4.1: Research Philosophy and Design	20
4.2: Unit of Analysis	20
4.3: Target Population and Sampling	20
4.4: Data Collection	21
4.5: Statistical Analysis	21
4.6: Measuring Instrument	21
4.7: Methods for Statistical Analysis	21
4.7.1: Calculation for correlation:.....	22
4.7.2: Regression model:	22
4.8: Operational Definitions of Variables.....	22
Chapter 5: Results	24
5.1: Discussion on Results	24
5.2: Multiple Response Cross tabulation.....	25
5.2a: Advertisement of controversial products and brand choice.....	25
5.2b: Controversial advertisement of products and product choice	27
5.3: Regression Analysis.....	28
5.3a: Product Choice.....	29
5.3b: Brand choice	31
5.4 Correlation	33
5.4a: Pearson correlation.....	33
5.4b: Partial Correlation	34
Chapter 6: Conclusion.....	36
6.1 Recommendations of the study	38
References.....	40
Appendix.....	46
Multiple Response Frequency Tables.....	49

Table of Tables

Table 1. R-Square value for product choice	29
Table 2. F-Test for product choice (DV)	29
Table 3. T-Stats for product choice (DV)	30
Table 4. Collinearity Stats for product choice (DV)	30
Table 5. R-Square value for brand choice	31
Table 6. F-Stats for Brand choice (DV)	31
Table 7. T-Stats for Brand choice (DV)	32
Table 8. Collinearity statistics for Brand choice (DV)	32
Table 9. Results for Pearson Correlation	33
Table 10. Results for Partial Correlation (Control Variable – Gender)	34
Table 11. Gender	49
Table 12. Age	49
Table 13. Education	49
Table 14. Advertisement of Controversial Products	49
Table 15. Controversial Advertisement of Products	50
Table 16. Product Choice	50
Table 17. Brand Choice	50
Table 18. Cross tabulation - Advertisement of Controversial Products and Brand Choice	52
Table 19. Cross tabulation - Controversial Advertisement of Products and Product Choice	53

Table of Figures

Figure 1: Stimuli-Response Model or the ‘Black Box’ Model (Sandhusen, 2000).....	16
Figure 2:Adaptation of Buying Behavior from The Black Box Model of Consumer’s buying behavior by Sandhusen (2000), Unethical Advertisement Elements byBelch and Belch (2001), and Advertisement of Controversial Products by Waller (1999).....	18

Abstract

The present study is focusing on the impact of unethical advertisement on consumer's buying behaviors. Ethical concerns, which deal with one's norms and values in the advertisement, are the key factors that signify the consumer's approach towards the product and brand choice. The consumer's buying behavior has a strong influence by type of the advertisement presented by the advertisers, especially the ads on electronic media. The primary data of this research was collected through questionnaires. A sample of 206 (n=206) male and female adult respondents was taken from the twin cities of Pakistan. The study highlights that an ethical and well-executed advertisement has nevertheless a strong impact on the buying behaviors of the consumers in terms of their response. It also explores the advertisements in context of its products' controversial nature and the controversial elements in the advertisement. Hence, the study concludes that there is a positive relationship of both the aspects of an advertisement, on the buying behavior of the consumer towards product and brand choice. It may help in advancement of the promoted items and changes the buyer's response towards advertisement goals, as found in study.