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IMPACT OF TV ADVERTISEMENT ON CUSTOMERS PURCHASING DECISION IN NANGARHAR PROVINCE

Fathullah Shinwari[*1], Hayatullah Ashna[2], Ehsanullah Eshan[3]

[*1]Lecturer and Head of Research Department at Tabish University, Jalalabad, Nangarhar, Afghanistan and PhD Scholar at Department of Economics, University of Haripur, Haripur Khyber Pakhtunkhwa 22620;
[2]Lecturer at Tabish University, Jalalabad, Afghanistan;
[3]Master of Economics from Department of Economics, international Islamic university, Islamabad

Corresponding Author: * vc.administrator@tabesh.edu.af

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ABSTRACT

Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. The main purpose of this study is to examine the relationship between TV advertisements on Customers purchasing decision in Nangarhar, Jalalabad. A non-probability random sampling method was used in this research. Through non-probability random sampling, 172 respondents were interviewed. Population for the study included all students of Nangarhar University. Data for the study were gathered from students of different faculty using an adopted questionnaire. Finally, 172 questionnaires were given to the respondents, and after 2 weeks, data from all respondents were returned. For data analysis used SPSS software, and different tests were checked. Finally, the findings of this study demonstrated that television advertisements had a beneficial impact on students' purchase decisions in Nanagarhar, and that this effect is statistically significant. Students can use television advertisements to purchase things they require and locate locations where they are available.

Keywords: TV advertisement, Customer purchasing decision, Nangarhar

INTRODUCTION

1.1 Background of the study

Advertising is a marketing concept that seeks to influence customers' purchasing behaviors. Consumer behavior is the process and action by which individuals select, acquire, assess, and consume a product or service to meet a need or want (Guolla, 2011). Historically, marketers employed various signs and symbols to sell their products as well as to raise client awareness. With the growth of technology, corporations are increasingly focusing on the usage of print and electronic media. The use of various marketing and promotional methods has been acknowledged as a useful strategy for raising customer awareness. Among them is a well-known celebrity's connection to a certain brand. In underdeveloped nations where the bulk of the population lives in distant places, television (TV) advertisements have a significant impact. In these locations, TV advertisements increase the satisfaction level of such items, and they choose to buy them (Vinod Kumar Bishnoi, 2009).

Advertising will only survive and expand if it prioritizes effectiveness. Advertising should be effective. It must meet its aims. Effective advertising are those that assist the advertiser achieve its aims (Doyle & Saunders, 1990). According to most research in different nations, TV has the greatest impact on viewers and persuades them to begin purchase procedures. TV as an advertising medium has three major benefits. First, it has a wide-ranging impact on consumer taste and perception. Second, it allows you to contact a big number of people at a low cost. Third, the sound and moving visuals have a significant influence (Ramalingam et al., 200). Each advertising can only be effective if its defined objectives guide the design, production, and implementation. Advertisements should be used in conjunction with other types of marketing communication to target customers. All advertisers expect certain outcomes based on their stated aims. Clients want proof, and in most cases, that proof must lead to or actually deliver sales (Vaughan, 1986). In advertising effectiveness research, a considerable

amount of attention has been given to the measurement of advertising effectiveness and media channel choice (Batra, Myers, & Aaker 1995; McWilliams & Crompton 1997; Woodside 1990). Advertisement goals involve of relations goals and sales goals. In addition, each organization, institute and company needs a strategic planning to reach these goals with high efficiency and effectiveness.

When a customer sees a brand advertisement and advances a liking for it, he or she is more likely to buy it (Goldsmith & Lafferty, 2002). The term 'actual buying behavior' refers to when a customer buys a product or service in the real world (Adelaar et al., 2003). The goal of consumer buying behavior research is to classify the factors that drive consumers to behave in a certain way in different situations (Ayanwale et al., 2005). Television is sometimes referred to as the "King" of the advertising media because the common of people watch more hours of television per day than any other medium. To make an effect, television uses a combination of sight, color, sound, and motion.

According to Saxena (2005), television advertising has been recognized as the successful and economical media ever invented. He pointed out that, its impact is highly potential and cannot be matched by any other media. Television advertising is normally measured as the most powerful medium of advertisement because it has the probable of reaching a very broad spectrum of consumers instantly. Ciochetto (2004) therefore opined that, advertisers find it operative and economical using TV instead of print media to extend to target customers, partly as a result of low literacy rate. For Kotwal et al (2008), Television advertising does not only transform one's emotions but also give important message. These messages exert extensive effect on the everyday lives of individuals and organizations. In addition, Cruz (2004) observed that, using television advertisement can reach a whole spectrum of consumers and organizations. As time changes, television has turn out to be one durable feature to all upper and middle class homes. Even more intermittent in the poorer neighborhoods of cities and rural homes (Shah & D'Souza, 2008). Literature on the subject shows that, consumers react stronger to TV advertisements than to print advertisements. According to Khandai and Agrawal (2012), television as communication medium, can be particularly an effective medium. This is because it is used in indicating product attributes, usage importance, ingredients etc and convincingly elucidation their consistent customer's profits. They added that, it can brightly depict user and usage imagery, brand disposition and other intangible attributes. Television advertising does not only alter opinions but provides substantial communication applying huge impact on the daily lives of people (Kotwal et al, 2008).

Afghanistan is country which has 34 provinces while majority of the residents have low level life standard due to changes in each area Solar system has changed the behavior people mean in majority areas of Afghanistan now people are familiar with Television while once upon they even not have electricity so the current study aim to see the relationship of TV advertisements and customers decisions in Nanagarhar, Jalalabad, Afghansistan. Past study indicated that positive link between TV advertising and customers purchase decisions in different are of the world. To start the discussion Promotion is too much important in business without Promotion Company can't achieve market leader position in the market. It is the 3rd P in definition of marketing research it is too much important for each and every business as it helps in awareness of customers regarding the product or services which company make for them so each and every business should full pay attention whenever they work on making strategy for promotion.

In this study we investigate the effects of TV advertisement on customers purchasing decision.

1.2 Problem Statement

A firm cannot recognize its dream of becoming a well-known brand till they advance in their advertising events, for which customer market has been dominated with adverts (Hussainy et al., 2008). Currently, advertisement plays an important role in coaxing consumers to buy goods and services.

Presently, companies spend massive amount of their earnings and working capitals on advertisement in different media such as television, radio, magazine among and TV (Datta, 2008). TV advertisement is most viewed and has become very common in all upper and middle class household and even common in poorer society of urban and rural household (Shah & D' Souza, 2010).

According to Kavitha (2006), one benefit of TV advertisements is that they combine aural and visual elements. It delivers innovative promotion along with a product that gains rapid credibility and notoriety. TV advertisements influence consumers'

purchase decisions more than other forms of media because of these advantages. Advertising on radio, print, billboards, and television, among other media, has an impact on consumers, according to Latif and Abideen (2011). However, because of its widespread distribution, television has the greatest influence on consumers' attitudes, behaviors, lifestyles, and exposure to culture. Because of this, Nangarhar-based groups have begun using television to promote their consumer goods. However, businesses must regularly assess the impact of TV advertising campaigns on consumer purchasing decisions if they hope to increase their effectiveness and profitability. Additionally, since consumer needs and behavior vary over time, it is vital to periodically assess the substance of TV advertisements (Latifet al., 2011). While research has been done in this field, it has been done in various nations and regions with unique features, so it cannot be fully applied to Nangarhar, Afghanistan. There isn't a study on how TV advertisements affect Nangarhar province consumers' decisions to buy right now. The study therefore investigates the impact of TV advertisement on customers purchasing decision in Nangarhar province.

1.3 Significance of the research

This research will help the organizations to nanlyze the effectiveness of their TV advertisements and will be able to evaluate that how the corporate sector and advertising agencies can improve to attract the major portion of the population. This research will assist organizations in understanding the relationship between the two criteria. Another significant contribution of the study is to add to the body of knowledge by enriching the existing literature. In Afghanistan there is a lack of efforts on the Impact of TV advertisement on Customers purchasing decision, and our policymakers have limit information on knowing the Impact of TV advertisement on Customers purchasing decision. Therefore, this study will help policymakers while coming up with measures to boost Impact of TV advertisement on Customers purchasing decision in Nangarhar and so contribute to the existing knowledge. The study would provide empirical information to research students and academicians who like to carry out similar study in other geographical area.

1.4 Research Question

What is the effect of TV advertisement on Customers purchasing decisions in Nangarhar?

1.5 Objectives of the Research

To investigate the effect of TV advertisement on Customers purchasing decisions in Nangarhar.

1.6 Research Hypothesis

HO: Television advertisement has no impact on the Customers purchasing decisions in Nangarhar, Afghanistan.

H1: Television advertisement has impact on the Customers purchasing decisions in Nangarhar, Afghanistan.

1.7 Limitations of the study

Every study and research has its own set of limitations. At initially, the study's and research's timeframes were not a major constraint on the meaning of the study because the data I received from respondents was not readily available and spread across multiple sites. At the same time, gathering data for the study was time-consuming and difficult. This is due to respondents' mindsets; financial constraints were also a constraint in the logic of the researcher's need to spend adequate money during the data collection process. Besides this, some respondents were unwilling to submit data and were irresponsible because of the secret of the organization. Furthermore, threat of losing job was also difficult for data collection. Respondents were also unable to provide timely proof of documents and questionnaires. The study therefore reflects the actuality of impact of TV advertisement on customers purchasing decision of Nangarhar province.

CHAPTETR 2

1. LITERATURE RIVIEW

2.1 Advertisement

Advertisement is defined as device which appeals and induces people to accept a product (Laver, 2004). This is having been supported by Anthony (2007) that advertisement is a marketing tool to attract prospective customers to company and its product or services. In addition, it is also a form of communication with the aim of influence it audience to a particular action (Diamond, 2013).

According to Chirs (2005), advertisements can be both non-personal and personal. A product or service is promoted through a media channel in a non-

personal advertisement (Christ, 2005). Even if the function of advertising marketing has evolved over time (Ryverson, 2011), the primary goal has not changed. The goals of advertisements are to raise consumer awareness of a product, convince them to accept and use it, position a product or service as superior to competing offerings, and enhance a company's reputation and goodwill (Ryverson, 2011). Advertising is the most well-known marketing tactic since it has a long-lasting impact on viewers' perceptions. Its exposure to the consumer is both wide and deep (Katke, 2007). According to Nazi et al. (2012), advertisements are a powerful instrument for luring customers and changing their mindset to one of confidence towards a product. According to Naizi et al., advertising is a compelling marketing strategy used to capture consumers' attention and draw them in for a specific good or service.

Product, pricing, location, and promotion are the four Ps that make up the marketing mix, and this subcategory falls under the promotion mix. Advertisements are a crucial tool for raising product awareness in the minds of potential customers before they make a purchase (Latif and Abideen, 2011). Every advertising strategy, according to Anandet al. (2009), consists of two primary elements that both inform and guide the advertisement. The company's selected advertising medium is mostly used to provide the information to the intended audience. Researchers have determined that there are six fundamental pillars around which advertising can be done: generating desire, generating attention, generating and sustaining awareness, generating action, and generating goodwill (Shahid, 1999). The next crucial consideration is media selection, which comes after selecting an appropriate strategy and deciding on the goals and objectives of the commercial. The media serves as the information transmission mechanism. According to Wells et al. (2000), magazines, radio, newspapers, television, direct mail, mail order, outdoor displays, and transportation are some essential media for advertising.

2.1.1 TV Advertisement

TV commercials are typically thought of as the most active mass market advertising, as demonstrated by the high rates that television networks charge for airtime, particularly during major events. This is according to Udochi (2013). Television advertisements run in between shows and occasionally cut into them as well. This method of airing advertisements on television is meant to grab viewers' attention and maintain their attention on the programming, possibly preventing them from changing stations. Rather, as they wait for the performance to continue, they will watch the advertisement. This is a tactic used to build tension so that viewers wait for the show to resume during the commercial break. TV remains the most effective medium for connecting with consumers in the modern day, and it's also the most responsible way to introduce them to businesses. TV advertising is different from other forms of advertising since it is valued by both literate and illiterate audiences (Swati, 2013).

Numerous academic studies conducted in various countries across the world have demonstrated that television has the biggest influence on viewers and influences them to buy a product. Compared to other forms of advertising, television offers three main advantages. It is widely used and initially shapes the flavor and perception of consumers. It can also effectively and economically reach a sizable number of audiences. The audience is left with a lasting impression by its nature (music and moving visuals) (Ramalingam et al., 2006).

All upper-class and middle-class houses now own televisions, and it is not difficult to locate them in lower-class and impoverished communities. This is because televisions have become ubiquitous throughout time. TV has become a commonplace commodity in rural communities as well, demonstrating its significance in modern advertising (Lalitha, 2013). Everyone is impacted by TV ads, including adults and children. Research by Priyaet al. (2009) has demonstrated the significant influence that TV ads have on children's behavior and subsequent purchasing decisions.

Henley (2009) looked into how effective TV shows are at changing parents' attitudes and parenting styles. According to the data, 75% of the respondents said they frequently watched TV for education and that it had a big influence on their life. Therefore, television advertisements have many benefits, some of which are listed by Udochi (2013): products can be effectively illustrated to the receiver's comprehension; deaf people can see and likely appreciate television advertisements; they can reach both literate and illiterate people; they are timed and

typically shown in the evenings; and they can simply grab the viewer's attention.

2.2 Consumers Behavior

According to Solomon et al. (2008,) consumer behavior can be defined as the activities employed by a consumer when considering goods and or services to satisfy his needs or want. It includes assessing, finding, using and positioning of the good or service in addition to related decision-making processes. Also, Riyadh (1993), indicated in his work that, the decision making process may be done by an individual without the interference from anybody or carried out by more than one person as in the case of family. The process also involves both mental and physical activities. The consumer behavior is often goal-oriented, not random or unintentional. Every consumer has a goal seeking to be satisfied.

Once the principles related to this behavior are grasped, it is possible to understand the complex buying behavior of consumers. Consumer purchasing decisions are primarily the product of incentives and motivations. Inducements are external variables that indicate incentives the customer expects from purchasing the products, whereas reasons are the internal factors that drive the consumer's behavior. Three main stages of consumer buying behavior are recognized to occur: the pre-purchase decision, the purchase decision, and the post-purchase choice (Al-Haaj et al, 1990). The purchasing habits of consumers are intricate. This is due to the fact that a variety of circumstances can impact a customer's behavior, and as individuals differ from one another, it is expected of each consumer to act in a unique way. Furthermore, because human behavior varies with lifestyle, it is challenging to precisely forecast what goes through consumers' minds. However, over time, models—comprehending both comprehensive and traditional approaches—have been developed to identify the factors that influence consumers' purchasing decisions (Al-Hinnawi and Salih, 1984). The traditional models which usually start from a specific angle include; the economic model (Al-Jeraisy,2003), the Pavlov model (Al-Musa'id&Zaki Khaleel,1997), the Frued model (Al-Obaidi,1996), the Fiblin model (Askar, 1987).

2.3 Empirical Literature

Manchanda et al. (2006) conducted research by name "The Effect of Banner Advertising on Internet Purchasing" the authors measure the impact of banner advertising on current customers' probabilities of repurchase, while accounting for duration dependence. The findings suggest that the number of experiences, Web sites, and pages all have a positive impact on the likelihood of repeat purchases, however the quantity of original creative has a negative impact. The best outcomes in terms of the quantity of ad exposures are obtained through targeting. The results show that advertising affects current (as opposed to new) customer buying behavior, which contributes to the body of research on advertising in general. They find new evidence indicating that online purchases are significantly impacted by banner advertising. When all other things are equal, we discover that exposure to banner advertising increases the chance that existing customers will make a purchase. Second, managers should expect to see effect sizes comparable to those observed in other forms of advertising, given the elasticity estimates are comparable to those reported in conventional advertising.

The thorough analysis of a customer's decision-making process when purchasing a good or service is known as the consumer buying decision process. Understanding the real decision-making processes behind consumer purchases requires an understanding of these basic psychological processes (Luo & Bhattacharya, 2006). Astute companies want to completely understand the experiences of their customers during the learning, selection, use, and disposal of a product, as well as their purchasing decisions (Arnett et al, 2003). Further research is needed to further understand how consumers would respond to this type of marketing. Every consumer behaves differently, and a variety of factors might affect this conduct. Previous studies investigated factors such as social life, personality (Lars, 2010), lifestyle (Plummer, 1974), group reference, and education. Consumer behavior studies are one of the most important fields in business research. Lifestyle is a well-known approach that can be used to analyze consumer behavior. The Activities, Interests, and Opinions (AIO) theory is the most famous measurement of lifestyle (Plummer, 1974). Another method of is the value approach. But values cover more ground than attitudes or the kinds of variables seen in AIO. This study is centered on services rather than items because of the eight differences that make purchasing services more difficult than purchasing products. Services are transactions in which one

party gives money to another. Performances, sometimes time-based, accomplish the intended result for the recipients, goods, or other assets that the buyers are accountable for, but they typically don't take ownership of any of the real components involved (Lovelock & Wirtz, 2011, 37). Advertisements are designed to communicate a marketer's message to potential customers (Datta 2008). Commercials are costly, purpose-driven efforts by advertisers to sway target audiences' opinions, preferences, and propensity to purchase their goods (Gronhaug et al 1991). The majority of marketers use mass media to communicate their marketing messages. The type of media used is determined by the nature of the message and the intended audience (Etzel et al 2008). Television has an edge over other media, even if all media are important for advertising; it is seen as a blend of aural and visual features; it gives products immediate credibility and significance; and it offers the most creative advertising chances (Kavitha 2006). Over time, the television has become an essential part of every upper-class and middle-class home, and it is also frequently found in lower-class urban and rural households (Shah and D'Souza 2008). Advertisers find that using television rather than print media to reach customers is more effective, mainly due to the general public's low literacy rate (Lynne Ciochetto 2004). The demand for TV advertising was found to be significantly influenced by the spread of color TV, as color enhanced the picture quality and, thus, the effectiveness of advertising (Raven et al 2004). Aside from purchase decisions, television advertising has an impact on social behavior (Kotwal et al 2008). Advertisers may reach a wide range of people through television. Children are subjected to an excessive amount of advertising (Cruz 2004). An average adolescent spends roughly 6.75 hours per day (38 hours per week) watching television, reading periodicals, playing video games, and using computers (Massey 2006). Every year, they watch over 20,000 commercials on television. The majority of children consider television advertising to be educational, and the majority of youngsters respond positively to them (Cruz 2004). Advertisers are well aware that they have an impact not only on their own products but also on the entire family (Massey 2006). Without allocating a sizeable percentage of its budget to marketing, no business can rise to the top of its industry. (2008) Hussainy et al. Finding the variables that affect people's behavior in particular contexts, such the economy, is the main objective of consumer behavior analysis (Ayanwale et al., 2005). Consumer behavior analysis is a useful tool for advertisers to better understand how consumers act in different contexts when making purchases. Standard hierarchy-of-effects models state that exposure to advertising generates cognition about the brand and the advertisement, which in turn generates attitudes toward the brand and the advertisement, and ultimately buy intent (Mendelson & Bolls, 2002).

These kinds of consumer durables are meant to be used regularly, and they are usually accompanied by a guarantee or service contract that helps ensure the appliance will function properly for an extended period of time. Customers consider other factors while making purchases because the majority of consumer durables are somewhat pricey. The internet is a necessary component of life for people of all ages. The most important use of the internet in business is e-marketing, and despite this century's technological advancements, businesses still have to overcome several challenges (Murray, 2011). In addition, marketing strategies have developed and improved. In addition, customers are growing more accepting as a result of the internet and all of its applications. People so mainly rely on technology to make decisions when they are online.

In their study, Khan Niazi et al. (2012) looked at "Effective Advertising and its Influence on Consumer Buying Behavior." By collecting 200 replies from twin cities in Pakistan, this study explores the link between the variables involved. There is a moderate relationship between the independent and dependent variables, according to the study's findings. It proves that people purchase brands to which they feel a strong emotional connection. The study offers new insights into the purchasing habits of consumers. The questionnaire from an earlier study was employed, and the data were gathered in 45 days. After that, SPSS version 16.0 was used to analyze the responses. Multiple regressions were utilized because the investigation was relational in nature. This instrument has two parts to it. The products were created utilizing earlier research. The respondents' age, gender, educational background, and prior experience with electronic copies are all inquired about in the first section of the questionnaire. The instrument was scored using a 5-point Likert scale, where 1 denoted the least degree of agreement and 5 the highest level. Seven items were taken from the variable emotional response,

five items from the second variable environmental response, and seven items related to consumer purchasing behavior. The results reveal that there is a positive association between the dependent and independent variables (p 0.05). R2 (0.610) and R (0.511) indicate that these variables account for 61% of the variance in this model. Goldsmith and Lafferty (2002) found a link between emotional response and customer purchasing behavior. The findings of this study suggest that emotional responses have a favorable correlation with customer purchasing behavior. This demonstrates that consumers only purchase things for which they have strong emotional relationships.

Naveen Rai (2013) made an effort to examine the effects of advertising on customer attitudes and behavior with reference to consumer durables. The study examined how advertisements affect consumers' perceptions of major purchases like refrigerators and televisions. The study's conclusions showed that, not just in India but also globally, commercials influence how consumers behave and establish attitudes.

Al-Dmour et al (2017) conducted research by name of The Effect of Lifestyle on Online Purchasing Decision for Electronic Services: The Jordanian Flying E-Tickets Case. This study examines how Jordanian passengers' lifestyle choices affect their online e-ticket purchases using the Activities, Interests, and Opinions (AIO) theory. A convenience sample consisting of 473 passengers from the Jordanian airport was selected as the population in order to confirm the study design and assumptions. The purpose of the questionnaire was to collect the information required to confirm or deny the hypothesis. It was modified and combined from several similar research. The study's data came from 473 respondents who completed a self-administered questionnaire. For analysis, the collected data was imported into SPSS Version 21. The analysis makes use of a number of statistical tests and analyses. Regression, multiple regressions, and hierarchical regression were used to assess the variables. A variety of statistical techniques, including regression analysis, were applied to assess the primary data. Reliability was assessed using Cronbach's alpha, a measure of the data's internal consistency. For this measure, the recommended minimum acceptable limit of reliability (alpha) is (0.60). The results showed that all items had a value of 0.932, which is a reasonable value and indicates that the data is dependable for this study's aims. The lifestyle factors, when considered in combination or alone, positively influence travelers' choice to purchase electronic tickets. This result is consistent with past studies in the marketing literature that contend that consumer lifestyle has a significant role in influencing present and future customer behavior. The results of this study indicate that passenger purchasing patterns for e-tickets are influenced more by income than by demographic factors such as age, gender, or education. This result might suggest that the respondent's decision to buy an e-ticket is impacted by their income. The findings also reveal that the majority of respondents prioritize their family in their daily lives.

Bruce et al. (2020) conducted research by "Communicating Brands in Television Advertising" An analysis of 177 campaigns aired by 62 brands finds that salience cues (e.g., logo) and benefit and attribute messages moderate ad effectiveness. It also shows that explicit cues are more effective than implicit clues; nonetheless, the primary determinants of ad performance are visual salience cues, such as the frequency and duration of brand and product display. Therefore, the study can provide strategies for executives at advertising agencies and brands to enhance the effect of creative advertising content on sales. We made several intriguing discoveries. To begin with, salience and certain association cues are advantageous for TV advertising. Secondly, our research indicates that explicit signals outperform implicit cues since the latter load on component 2 and have no effect on advertising. Finally, we discovered that the length logo had the most impact on long-term ad flexibility. (.0196, $p < .001$). Put otherwise, an average increase of.0196 is produced by a one-unit increase in long-term elasticity. With a 0.005 impact on elasticity, the frequency logo had the second-highest effect, followed by product duration, which had the third-highest effect. Therefore, the main factors influencing efficacy in advertisements are the brand and product displays, supporting the continued use of these visual salience cues in TV commercials. Furthermore, fourth-generation advertisements often successfully blend explicit sensory benefits with explicit product specifications.

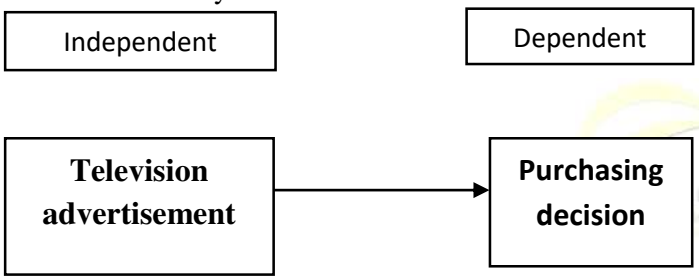
2.4 Summary of Literature Review

Advertisement is a marketing tool to attract prospective customers to company and its product or services (Anthony, 2007). Some vital channels of

advertisement are magazines, radio, newspapers, television, direct mail and mail order, outdoor display and transportation (Wells et al., 2000). Among these channels, TV advertisement is recognized as having the greatest impact on consumers buying behavior. The consumer goes through five main stages in order to buy a product, especially for the first time. The stages are need recognition, information searching, evaluation of product, purchasing and post-purchase consideration (Jobber, 2010). Advertisements tend to help the customers in these processes (Jobber, 2010). Customers purchasing decision aside advertisement is influence by personal, cultural, social and psychological factors but personal factors like sex, age, income, education and household size has the greatest influence.

2.5 Conceptual Framework

Following conceptual framework has been designed for the study:



2.6 Research Gap

Various types of functional behavior between TV advertisement and customers purchasing decision have been investigated by many researchers. Some studies found that TV advertisement had a statistically significant and strongly positive impact on consumers purchasing decision, while others found that it had a relatively minor impact. Similarly, some of them have been conducted in developing countries; some of them have been conducted in developed countries. Besides this, various studies used different data and methodologies and found the effect of TV advertisement variable on customers purchasing decision. However, the impact of TV advertisement on customers purchasing decision in Nangarhar is a new attempt that no one has done before. This research is an attempt to fill this gap and find a meaningful conclusion. This study mainly focusses on the impact of TV advertisement on customers purchasing decision in Afghanistan by using the survey method.

3. RESEARCH METHODOLOGY

3.1 Introduction

The purpose of this study is to determine the effects of television aids on customers' purchase decisions in the Nangarhar province of Afghanistan. This chapter will provide a comprehensive overview of the thesis project. Furthermore, this research gives a complete or comprehensive image of how the researcher achieves his aims, as well as how the researcher will respond to all of the questions posed during the thesis. The study's third chapter is mostly utilized to appreciate and understand the research strategy, research design, sample size and sampling technique, instrumentation and population used for data collection, data validity, and model specifications.

3.2 Research Design

The study's major focus and goal is to determine the impact of television aids on customers' purchasing decisions in Nangarhar, Afghanistan. The nature of this research is descriptive. I have picked questionnaires that are used to collect data for the study. Questionnaires are the most common method of gathering data for analysis and interpretation.

3.3 Research Study

Because research is a time-consuming and intensive activity, it is only carried out to achieve certain aims and purposes. To achieve these goals and objectives, researchers employ a variety of methodologies and strategies. Observations, questionnaires, experiments, and other secondary and primary sources are among the tactics used by researchers. In this study, a questionnaire was used to collect data in order to better understand the effects of television aids on customers' purchasing decisions in Nangarhar, Afghanistan.

3.4 Population of the Study

This study was carried out in Nangarhar, Afghanistan, to examine the effects of television advertisements on customers' purchasing decisions. All educated people living in Nangarhar, Jalalabad, were polled for data for the above-mentioned study. The population of the study is made up of all educated people living in Nangarhar, as determined by census observations. It is more difficult to collect

data from all educated people than it is to choose a sample of students for the study.

3.5 Sample Size and Sampling Technique for the Study

The non-random sampling technique was used in this research. This study has a sample size of 172 respondents. The sum of the items that are used to represent the entire population is known as the sample. A study without a population is practically impossible for any researcher to perform. As a result, a researcher must select an acceptable sample from the population for the study.

A non-probability random sampling method was used in this research. Through non-probability random sampling, 172 respondents were interviewed. Random and non-random sampling procedures are the two types of sampling techniques. In non-probability sampling, convenience technique for data collection is used, and each person of the population has an equal chance of being taken or chosen for the study.

3.6 Data Collection

My research is based on both primary and secondary sources of information. A questionnaire was employed to collect primary data, and the questionnaire was circulated among Nangarhar University students. Both secondary and primary data can be used by researchers. Data is obtained firsthand, or for the first time, in primary data, and this can be done in a variety of ways, including interviews, surveys, and observations. Data is obtained secondhand in secondary data, and this can be done in a variety of methods because data can be found in a variety of journals, published sources, and periodicals.

3.7 Instrument of the study

Many strategies and methods can be used to acquire data. For data collecting, I have used a questionnaire. Questionnaires are devices that allow researchers to pose questions to research subjects in order to obtain answers to research questions. The majority of the questions were meant to analyze and quantify topics that were taken from previously published research and studies.

The study's instrument analysis is based on theoretical support and the provision of literature for both variables, as well as adding up the number of questionnaires utilized in prior studies. Each variable's questionnaire is chosen based on its relevancy and study ability. The dependent variable and independent variable, as well as their effect and impact on each other, will be measured and evaluated using a questionnaire. For measuring and evaluating factors, the researchers used well-known scales. All of the things were written in English at the time of their creation. A five-point Liker scale was created and utilized as follows: strongly agree, agree, neutral, disagree, and strongly disagree.

The research tool is divided into three pieces. The first section gathers basic demographic information from the chosen sample, such as gender, age, and faculty. The second component contains six questions about the research's independent variable, television aids. The third section is used to collect data for the research's dependent variable, which is the purchasing decision, and it consists of six questions.

3.8 Reliability of the instrument

The instrument's reliability pertains to whether or not the Likert scale questions are related to one another. We can check the reliability of our questionnaires using Cronbach's Alpha value. Cronbach's Alpha has a range of 0 to 1, which is an acceptable range (0.75). To test reliability, the researcher conducts a pilot study with a sample of people (30). Finally, Cronbach's Alpha has a value of (0.79). As a result of the Cronbach's Alpha value of (0.79) falling within an acceptable range, we concluded that there is internal consistency among questions, implying that there is a relationship between them.

3.9 Data Analysis

In this study, regression and correlation analysis were used to uncover links between variables in the data. Descriptive statistics were employed to analyze the data. Data was collated and updated to check for logical issues. Data was coded based on the responses. The correlation between replies was investigated and displayed. SPSS Software was used to create the graphs, tables, and analysis. Correlation analysis and regression were used to uncover links between TV aids and customer purchasing decisions.

3.10 Descriptive Statistics

Descriptive statistics are an important tool for describing data. We mostly utilize it to explain the study's very fundamental properties and topographies of data. Simple summaries and

synopses of the measures and sample are provided by descriptive statistics. Standard deviation, mean, maximum, and minimum values are used to describe the data in this study. The standard deviation depicts a quantity that expresses how much individuals of a group differ from the mean of the group, while the mean displays the typical scope of the variable under investigation. The lowest and highest scores for each variable are represented by the maximum and minimum values.

3.11 Correlation Matrix

The correlation matrix is a table that displays the coefficient of correlation between variables and sets. Each value in table 'Xi' is connected with one of the random variables 'Xi'. This has the strongest association. Correlation matrixes are mostly used to express links between variables in research and studies that employ correlation efficiency. The nature and direction of correlations between research variables are determined by the coefficient of a person correlation. The correlation coefficient's value ranges from '-1 to +1,' with -1 denoting a strong negative and +1 denoting a strong positive.

3.12 Research Model

The following model is used to test the impact of TV advertisement on customers purchasing decision.

$$CPD = \beta 0 + \beta 1(TV\ Ads) + \varepsilon$$

Where,

CPD is independent variable which shows customer purchasing decision.

TV ads is dependent variable which shows TV advertisement.

B0, B1 and $\boldsymbol{\varepsilon}$ are intercept, slope and error term respectively.

4. RESULTS AND DISCUSSIONS

4.1 Descriptive statistics

Statistics

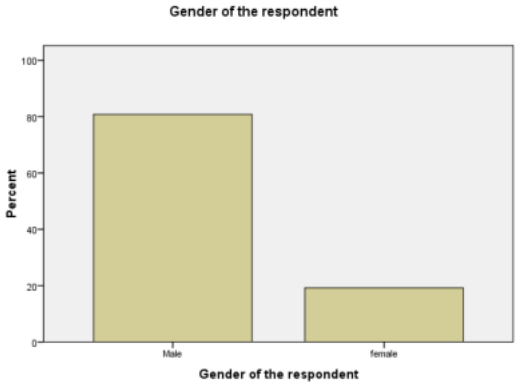
	Gender of the respondent	Age of the respondent	Faculty of different students/respondents
N Valid	172	172	172
Missing	0	0	0
Mean	1.19	3.72	5.47

Data was obtained from 172 respondents, as shown in the table of statistical analysis above. The demographic section of the questionnaire was completed by respondents. The gender of the respondents, their age, and the respondent's faculty are all taken into consideration in this section of demographic questions.

Gender of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	139	80.8	80.8	80.8
	Female	33	19.2	19.2	100.0
	Total	172	100.0	100.0	

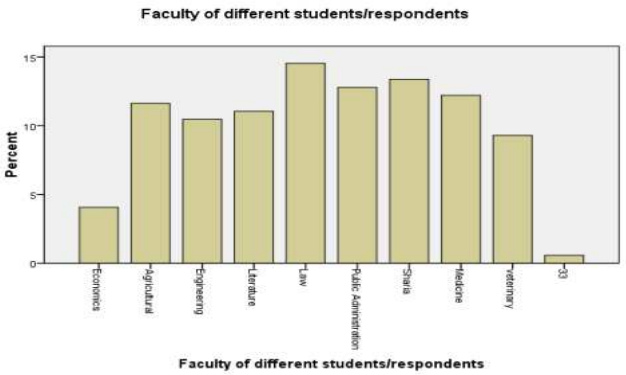
From the total of 172 respondents, we can observe that 80.8 percent are male and 19.2 percent are female in the table of gender.



Faculty of different students/respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Economics	7	4.1	4.1	4.1
	Agricultural	20	11.6	11.6	15.7
	Engineering	18	10.5	10.5	26.2
	Literature	19	11.0	11.0	37.2
	Law	25	14.5	14.5	51.7
	Public Administration	22	12.8	12.8	64.5
	Sharia	23	13.4	13.4	77.9
	Medicine	21	12.2	12.2	90.1
	Veterinary	16	9.3	9.3	99.4
	33	1	.6	.6	100.0
	Total	172	100.0	100.0	

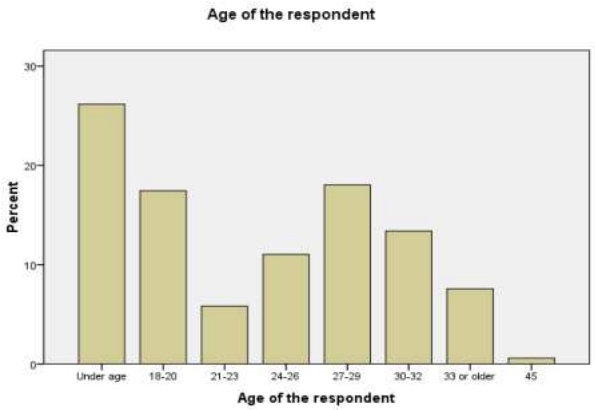
Students in economics account for 4.1 percent of students, agricultural students 11.6 percent, engineering students 10.5 percent, literature students 11 percent, law students 14.5 percent, public administration students 12.8 percent, Sharia students 13.4 percent, medicine students 12,2 percent, and veterinary students 9.3 percent, according to the table.



Age of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under age	45	26.2	26.2	26.2
	18-20	30	17.4	17.4	43.6
	21-23	10	5.8	5.8	49.4
	24-26	19	11.0	11.0	60.5
	27-29	31	18.0	18.0	78.5
	30-32	23	13.4	13.4	91.9
	33 or older	13	7.6	7.6	99.4
	45	1	.6	.6	100.0
	Total	172	100.0	100.0	

From all 172 respondents, 26.2 percent were under the age of 18, 17.4 percent were between the ages of 18 and 20, 5.8 percent were between the ages of 21 and 23, 11 percent were between the ages of 24-26, 18 percent were between the ages of 27 and 29, 13.4 percent were between the ages of 30-32, and 7.6 percent were 33 or older.



4.2 Regression Analysis

Correlations

		Customers_Purchasing_decision	TV_ads
Pearson Correlation	Customers_Purchasing_decision	1.000	.756
	TV_ads	.756	1.000
Sig. (1-tailed)	Customers_Purchasing_decision	.	.000
	TV_ads	.000	.
N	Customers_Purchasing_decision	171	171
	TV_ads	171	171

This correlation table is intended to show the link or relationship between the research model's dependent and independent variables. It is obvious that the correlation coefficient, or (r), has a value between (-1 – and +1). The association between TV advertisements and consumer purchasing decisions is 75.6 percent, indicating that there is a strong direct relationship between TV advertisements and client purchase decisions.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.572	.569	6.419

a. Predictors: (Constant), TV advertisement

b. Dependent Variable: Customers_Purchasing_decision

The above table of model summary focuses on the regression model's explanatory power, the nature of the link, and the coefficient of determination. It is obvious that the correlation coefficient (r) has a value between (-1 – and +1); if the value of (r) is greater than 75, it indicates that there is a strong direct link between variables. The above table shows that there is a 75.6 percent association between TV aids and consumer purchasing decisions, indicating that there is a strong direct relationship between TV aids and customer purchasing decisions. It displays variance in the dependent variable that is explained by the independent variable (R-Square). We can see the value of (R-square) in the table above, which is (57.2%). This means that the independent variable explains 57.2 percent of the dependent variable, while the remaining 42.8 percent is due to the effect of other factors on the dependent variable.

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9299.614	1	9299.614	225.690	.000[a]
	Residual	6963.696	169	41.205		
	Total	16263.310	170			

a. Predictors: (Constant), TV_advertisment

b. Dependent Variable: Customers_Purchasing_decision

The ANOVA table is used to determine if the estimated model is statistically significant overall or to determine whether the estimated b's are statistically significant. The (F) value in the above table is in the acceptance region, and the table's sig score is smaller than the Alpha (level of significance) finally, we came to the conclusion that all of our calculated b's are statistically significant, thus we reject the null hypothesis (HO) and accept the alternative hypothesis (H1).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.387	1.339		5.517	.000
	TV_aids	.756	.050	.756	15.023	.000

a. Dependent Variable: Customers_Purchasing_decision

Because the (t) value in the table is (5.517), which is beyond the range of (-2 and +2), we reject the null hypothesis and accept the alternative hypothesis. We find that the value for constant or intercept/ b0 is (7.387), which suggests that if the study participants do not watch TV aids, their purchasing choice will be (7.387) for necessary products.

Furthermore, the slope value of (0.756) indicates that a unit (percent) change in TV aids will result in (0.756 percent) changes in customer purchase decisions.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The findings of this study demonstrated that television advertisements had a beneficial impact on students' purchase decisions in Nanagarhar and Jalalabad, and that this effect is statistically significant. Students can use television advertisements to purchase things they require and locate locations where they are available.

This study's scholarly terms also demonstrate that television advertising influence customers' purchase decisions. Various statistical analyses and approaches were used to arrive at the final outcome. The data for the study was obtained via questionnaires. The layout of the questionnaire included questions on the respondent's gender, age, and faculty, as well as questions about TV advertisements and customers' purchasing decisions. A total of 172 people were surveyed for the study. SPSS was used to analyze the data, and various models were run to determine the relationship between strategic planning and organizational performance, such as the Pearson correlation test, reliability, and ANOVA. To summarize the relationship, Pearson was used to investigate the relationship between TV advertisements and customer purchasing decisions, and the results show a significant correlation of (.756), indicating that the study's independent variable has an impact on the study's dependent variable, which are TV advertisements and customer purchasing decisions.

The F value of the model from the ANOVA table is above the threshold level of 4, according to the ANOVA research of the regression analysis. Furthermore, the value of (T) in the Coefficients table is acceptable. Finally, the model is fitted and statistically significant based on the evidence of regression results.

5.2 Recommendations

Based on the findings, the study recommended following:

The recommendations were based on the findings of the study. The following were recommended. TV advertisement significantly impacted on customers' frequency of buy the product. The study therefore recommends that the company should continue with TV advertisement on the product. The advertisement should have focused on benefit of the product and as well as encouraging the consumers the quality of the company.

The company should target quality and price if it wants to increase its customer base, especially when numerous competitors are available.

It was realized from the study that personal factors such as gender, age, and faculty of different students significantly influence purchasing decision of customers. The company should take into consideration these personal factors of communities, if they want to be a market leader in the community.

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