

# The Effect of Advertising on Omani Women Buying Behavior

Dr. Sufian Eltayeb Mohamed Abdel-Gadir<sup>1</sup>, Sumya Abdullah Alfarsi

<sup>1</sup>College of Law, Sultan Qaboos University, P.O. Box 50, Al-khod P.C. 123, Muscat, Sultanate of Oman,

<sup>2</sup>Ministry of Higher Education, Oman, CAS, P.O. Box: 10 - Postal Code: 329

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**ABSTRACT:** The purpose of this study is to investigate the effect of advertising on Omani women buying behavior. The survey method was conducted with a structured questionnaire that was distributed to 50 women selected randomly from Muscat. The findings shows that advertising plays a very significant role in influencing consumers buying behavior. The respondents confirmed that the advertisements change their perception towards buying the products or brands and the frequency of advertisement increases their demand for advertised products. The result analyses also show the Omani women influence more by the TV advertising compared to other social media.

As policy recommendations, this study will assist the commercial companies in Oman to plan their advertising industry according to the preferences of women and their buying' behavior.

**Keywords:** Advertising, Buying Behavior, Women, Oman,

## 1. Introduction

Noondays, the advertising industry has become a huge industry. It is estimated that 34 per cent out of the total cost of a product, is attributed to advertising expenses. This is important because through advertisements, marketers aim to achieve high top of the mind recall (Singh, 2012).

Advertising can be achieved using various media like television, newspapers, radio, banners, pamphlets, websites etc. Each advertising media has its own pros and cons and one must evaluate all of them before selecting a particular media. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision

The effect of different media platforms on consumers' memory varies over time, Berkowitz, Allaway, and D'Souza (2001) documented that TV advertisements initially have a substantial impact on consumers' memory, but in the long term, it fades away. In contrast, a magazine initially has a low but persistent impact on consumers' memory because the readers can read a magazine at their own pace.

The relationship between advertisement and consumer behavior has been tested empirically by many authors. For example, Ranjbarian, Shaemi, and Jolodar (2011) states that TV advertisements affect attention, and desire. Nysveen and Breivik (2005) stated that the effects of radio advertisements are less on changing consumers' attitude and behavior

The rest of the paper is organized as follows. Section 2 reports research objective and section 3 covers research questions. Section 4 includes a brief review of literature. Section 5 outlines the methodology used in the study. Empirical results are discussed in section 6 and the last section concludes the paper

## 2. Objective of the study

The main objective of this study is to effect of advertising on Omani women buying behavior. Other objectives that extracted from the main objective are:

1. To find out which is the most important factor that affect the purchasing decision of Omani Women

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<sup>1</sup>**Corresponding Author**, Dr. Sufian Eltayeb Mohamed Abdel-Gadir, Assistant Professor in Economics and Head, Quality Assurance & Academic Accreditation Unit, College of Law, Department of Public Law, Room 0038, Block G, Sultan Qaboos University, P.O. Box 50, Al-khod P.C. 123, Muscat, Sultanate of Oman, Office phone: +968 24145365, Mobile phone: +968 95 973612, Email: sufian@squ.edu.om

2. To identify which media of advertising is preferred to women
3. To survey the relevant studies related to advertising

### 3. 4Research Questions

The study was guided by the following research questions

- (i.) In which ways does advertising influence women buying behavior?
- (ii.) Is advertising succeeded to convince women to buy a product or brand?

### 4. Related literature

In the literature, it is documented that advertising plays an important role on changing the consumer behavior and effect their pattern of consumption. Author like Ramzan Sama, L (2019) started to study the impact of media advertisements on consumer behavior. His article focuses on the effects of television (TV), radio, newspapers, magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behavior of consumers. He used online survey method for his study. He collect Data from 529 respondents comprising students in India. Statistical tools such as Cronbach alpha, exploratory factor analysis (EFA) and Kruskal–Wallis (K–W) test were used to analyze the collected data. The results indicate that newspapers advertisements affect all the five stages of CB. The impact of TV and the Internet for creating AWR, INT and CON among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing PUR and PPUR behavior of consumers.

Ahmed and Ashfaq, (2013) conducted a study to explain the impact of advertising on consumers' buying behavior on purchasing cosmetics products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement.

Another study conducted by (Olomofe ,2010) on the factors which influence purchasing decision by Nigerian women with regard to cosmetics found that 54% were influenced by celebrity endorsements, 14% were influenced by the price of the product, 12% were influenced by the packaging of the product while 10% were influenced by the testimonials see in Television advertisements.

Zain-Ul-Abideen and Salman Saleem (2011 ), study the "Effective advertising and its influence on consumer buying behavior", Their paper intend to investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 200 respondents using telecommunication services from Rawalpindi, Islamabad, and Lahore (cities of Pakistan). Their major findings of their study demonstrate an overall normal association between the variables but in-depth analysis found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior

Md. Ashaduzzaman and S.M. Asif-Ur-Rahman (2011), investigate the impact of television advertisements on buying pattern of Women in Dhaka City. Their study is based on a survey of 460 randomly selected women from three places i.e. Dhanmondi R.A., Jhigatola, and Circular Road of Dhanmondi area in Dhaka City. Their results reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the opinion that T.V. advertisements help them to make better choice during shopping.

Rehman et al (2014) in in his research on how advertising affects the buying behavior of consumers in Pakistan analyzed impact of advertisement on consumer buying behavior, and the results of correlation indicated that advertising is positively correlated with buying behavior at highest correlation of 0.414 or in other words consumer buying behavior is impacted by advertisement

Prateek Mahesh Wari, Nitin Seth & Anoop Kumar Gupta (2016) in their article "An empirical approach to consumer buying behavior in Indian automobile sector" have concluded that advertisement effectiveness positively influences consumer buying behavior. (Maheshwari, Seth & Gupta, AK 2016)

Abdul Aziz (2013) says the design and organize of advertising are like spices when add to food and make it more acceptance. Therefore advertising is need to add some factor to make it more virtual and acceptance from the audience such as special picture which add meaning to the topic of advertising for example when advertise about car windo they want to attract the car owner . As well the color uses in advertising are more impact in the attention of consumer and the special phrase use.

In the era of digital transformation and the availability of wide spectrum of devices, the current consumers are exposed to face a great number of advertising messages. This is indicative of the probability that such contents are socially acceptable and are a reflection of modern consumer culture (Pardun, 2013)

Advertising is generally used in conjunction with promotional strategies to get the message of the product reaches the consumer. As advertiser's primary mission is to reach potential customers and influence their awareness, attitudes and buying behavior (Ayanwale et al., 2005 and Adelaar et al., 2003).

## 5. Methodology

Analytical and descriptive approach is adopted to assess the effect of advertising on Omani buying behavior. Self-administered questionnaire was used to collect the data. The questionnaire was subject to validity and reliability tests, using Alpha Kronbach, and showed a strong internal consistency reliability of 82.4 per cent. A five-point Likert scale was used in the questionnaire to measure respondents' views on training employees' performance. Responses were classified as 'strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree', and coded 1, 2, 3, 4 and 5 respectively.

## 6. Results and Data Analysis

### 6.1 Demographic profile of respondents

#### 6.1.1: Ages of the Respondents

In term of age, Table 6.1 different ages of employees who responded to the questionnaire. This numbers of respondent of women from age (15-20) is (n=9, 18% of sample ) while respondent from (21-25) is (n=28, 56% of sample). Also respondent percentage from (26-30) is (n=7, 14% of sample) and the percentage from age (31-35) is (n=6, 12% of sample). So, the numbers of employees' respondents between 21-35 years are highest than other ages.

Table 6.1.1; Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	9	18.0	18.0	18.0
21-25	28	56.0	56.0	74.0
26-30	7	14.0	14.0	88.0
31-35	6	12.0	12.0	100.0
Total	50	100.0	100.0	

#### 6.1.2 Education level of respondents

Concerning their level of education, 10.0 percent had Secondary qualification, 30.0 percent had diploma qualification, 36.0 had Bachelor' degree. 24 percent were other qualifications. Therefore, the numbers of employees' respondents who have bachelor qualification are more than other Academic and Professional Qualifications.

Table 6.1.2: Education level of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid secondary	5	10.0	10.0	10.0
diploma	15	30.0	30.0	40.0
bachelor	18	36.0	36.0	76.0
other	12	24.0	24.0	100.0
Total	50	100.0	100.0	

### 6.1.3: Marital status of the Respondents

Table 6.1.3 shows the distribution of women status. 36% were single, 60% were married and 4% were engaged.

Table 6.1.3: Marital status of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	18	36.0	36.0	36.0
married	30	60.0	60.0	96.0
engaged	2	4.0	4.0	100.0
Total	50	100.0	100.0	

### 6.1.4 Average spending per week of Respondents

This table below show percentage of average spending per week. 34.0 percent spend less than 50 OMR per week, 26.0 percent spend between 50-100 OMR per week and 40.0 percent spend more than 100 OMR

Table 6.1.4: Average spending per week of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 50 OMR	17	34.0	34.0	34.0
50-100 OMR	13	26.0	26.0	60.0
100+	20	40.0	40.0	100.0
Total	50	100.0	100.0	

## 6.2 Research-Specific information

### 6.2.1: Most influenced media of advertising

.Table 6.2.1 shows that women are most influenced by advertising made through T.V channels. 64% followed by internet 22%, Radio and Magazines 6%, while other media influenced them by 2%. Only.

Table 6.2.1: which media of advertising do you influenced most

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV	32	64.0	64.0	64.0
Radio	3	6.0	6.0	70.0
Magazines	3	6.0	6.0	76.0
Internet	11	22.0	22.0	98.0
other	1	2.0	2.0	100.0
Total	50	100.0	100.0	

**6.2.2: Factors affecting the purchasing decision of women**

Majority of women (80.02%) say that advertisements influence them the most to try the purchase of different products, followed by friends 12.0% , personal experience, 6.0 % and family with lowest percentage only 2.0 percent.

Table 6.2.2: which factor affecting the purchase of different product

	Frequency	Percent	Valid Percent	Cumulative Percent
advertisements	40	80.0	83.3	83.3
Family	1	2.0	2.1	85.4
Fiends	6	12.0	12.5	97.9
Personal Experience	3.0	6.0	2.1	100.0
Total	50	100.0	100.0	

**6.2.3: Ways and methods of advertising affecting the purchasing decision**

As we can observe from the results of Table and Figure (6.2.3), that the frequency of advertisement increases the chance of demanding a product, In addition introducing a new feature of the product will motivate the consumers to buy it . In our survey, the effect of expression and words used in advertising as well as utilizing famous personalities from sports and arts do not play an important role on affecting the buying behavior of women..

Table 6.2.3: Which ways and methods of advertising affects your purchasing decision?

S.No.	Methods	Mean	Std Deviation	Rank
1	More frequency of advertisement increases the product demand	1.840	1.113	1
2	New feature of the product introduced by company and shown in the advertising	1.780	0.932	2
3	Expression and Words used in advertising affect my purchasing decision	1.700	1.035	3
4	Famous personalities from sports and Arts appearing in advertising affect my purchasing decision	1.520	0.789	4

Source: Authors' own calculation from the questionnaire survey

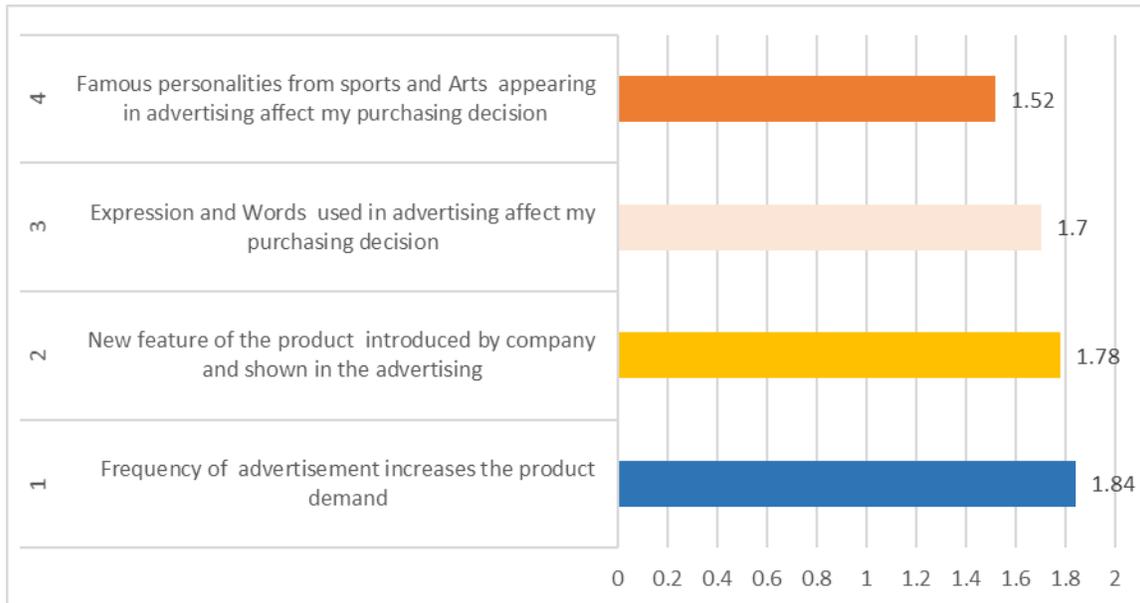


Figure 6.2.3: Which ways and Methods of advertising affects your purchasing decision?

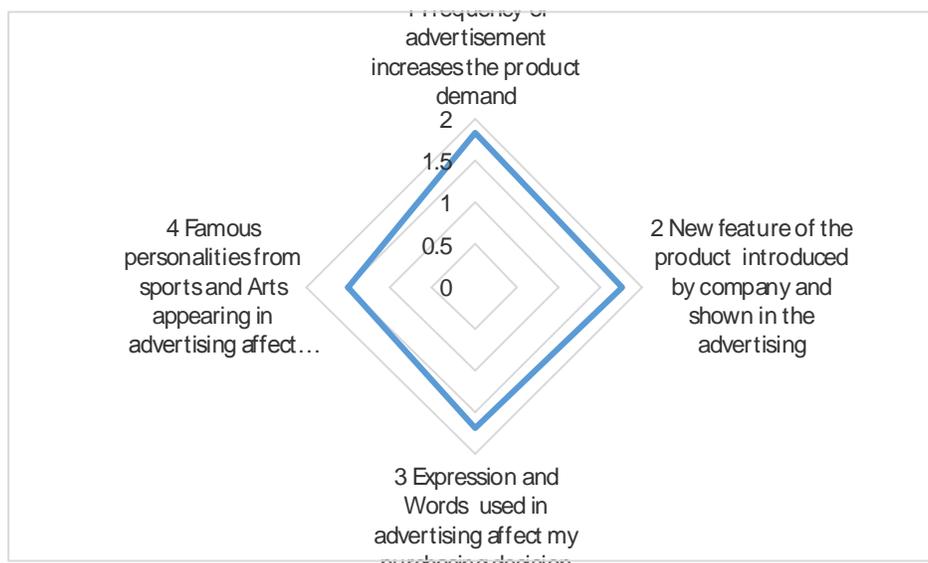


Figure 6.2.3. Mean ranks of ways and methods affecting buying behavior

**6.2.4: The role of advertising to convince a consumer to buy a product or brand**

Table and Figure (6.2.4) show women’s views on the role of advertisement as a tool used to to convince them to buy a product or brand.. The results presented indicate that all 6 factor are influential, with some variations in terms of importance. The ranks of women’s views came logically. The believe that Advertisements change their perception towards buying the products or brands ranked first, followed by the fact that advertising influenced them to buy convenient products. Women didn’t pay attention to the advertisements before they buy the products, also they didn’t convinced with the claims made by the companies in the advertisements..

Table 6.2.4: Is advertising convince you to buy a product or brand?

S.No.	Methods	Mean	Std Deviation	Rank
1	Advertisements change my perception Towards buying the products or brands	2.1000	1.129	1
2	Advertising influenced me to buy convenient products	2.0400	1.160	2
3	Advertising convince me to introduce new products in the family list	2.0000	1.069	3
4	Advertisements demonstrate the way of usage of the brand or product	1.8400	1.113	4
5	I give due attention to the advertisements before I buy the products	1.8400	0.934	5
6	I often get convinced about the claims made by the companies in the advertisements	1.7800	1.016	6

Source: Authors' own calculation from the questionnaire survey

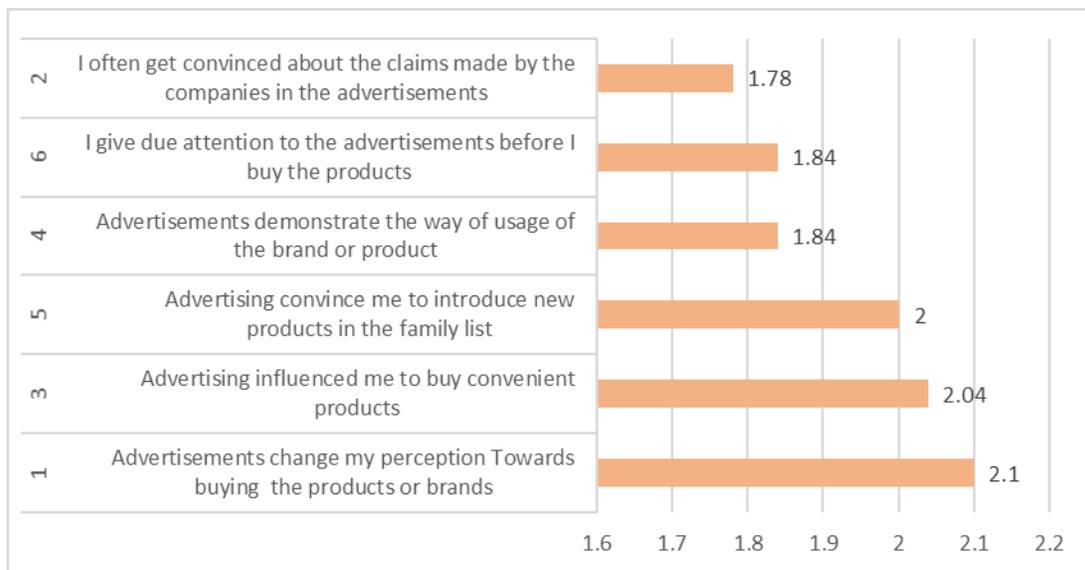


Figure 6.2.4: Is advertising convince you to buy a product or brand?

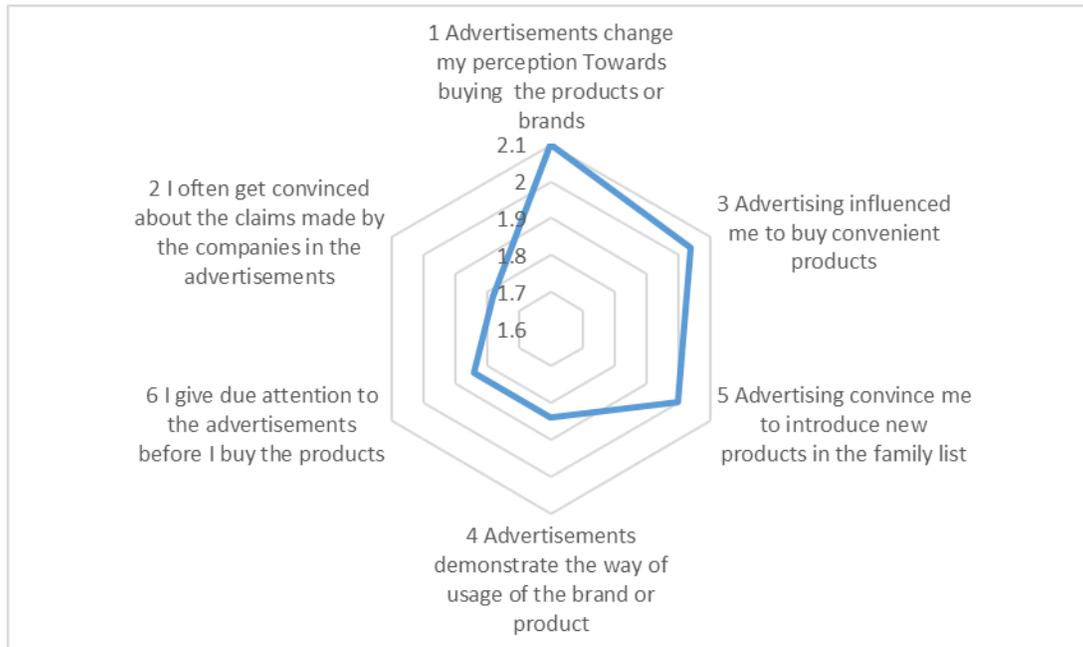


Figure 6.2.4. Mean ranks of factors co that convince the consumers to buy a product

## 7. Conclusion and Policy Recommendations

The purpose of this study is to investigate the effect of advertising on Omani women buying behavior. The survey method was conducted with a structured questionnaire that was distributed to 50 women selected randomly from Muscat. The study targeting women because they are more deployed by advertisement promises that the product will give them something special for satisfaction (Md. Ashaduzzaman and S.M. Asif-Ur-Rahman (2011)).

The findings show that advertising plays a very significant role in influencing consumers buying behavior. The respondents confirmed that the advertisements change their perception towards buying the products or brands and the frequency of advertisement increases their demand for advertised products. The result analyses also show the Omani women influence more by the TV advertising compared to other social media.

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