TV Ads Impact on Consumer Purchase Intention

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Abstract

The purpose of this paper is to highlight the influence of different contents of advertisements on the consumer purchase intention in UHT Milk. The research is conducted in five major cities of Pakistan with the sample size of 400 respondents selected by the systematic probability sampling technique and responses were collected with the help of structured questionnaires

Result of the study shows that, due to quality features shown in TV advertisements of product, consumer purchase intention can be increased. While it was also found that the entertaining celebrity association, content credibility of product shown in TV advertisements, effective advertisement repetition and appeals is positively correlated with consumer purchase intentions. In addition in to this, product accessibility information, emotional appeal, and effective message theme are the most individual critical elements influencing this purchase intention. Data analysis was carried out with data of the TV advertisement viewers from Karachi, Lahore, Islamabad, Faisalabad and Multan (five major cities of Pakistan). The companies are experiencing an intense competition and unable to entice their customers. Focusing on these aspects of ads help the promoters to make their Ads more eye-catching and achieving the all-important goal of purchase intention. The paper is a first of its type that develops a model capturing on all areas of Advertisement features while developing its relationship with Consumer purchase intention.

Keywords: TV Advertisement, Purchase intention, Advertisement features, Ultra High Temperature (UHT) Milk

1. Introduction

The rapid revolution in the technology has made the world a global village. We need to communicate to connect with the people in this global village. There are many mediums of communication. Among these mediums electronic media is the most important, popular and commonly used medium for communication in this world. Advertising through different media segment has important significance for

marketing agencies as well as for corporate owners. Advertisements attract the customer to purchase a certain product.Advertising through television is one of the most effective medium to communicate. In promotion, T.V has assumed significant importance as it combines both visual and oral communication. Thus it can be safely said that different commercials of the product and service on T.V commercials determines the extent of that commodity's market. Information on food safety often is imperfect, using traditional intrinsic attributes, such as smelling and tasting, often fail in consumer assessment of safety. Consequently, they have to rely on certain extrinsic indicators such as venue, brand and company names or safety-related certifications to determine the safety of the products they purchase.

Sustainable consumption is based on a decision-making process that takes social responsibility (environment, fair trade , animal welfare, etc.) into account in addition to individual needs (taste, price and convenience) (Meulenberg, 2003). In this context "buying local" has become an ethical issue, incorporating a range of civic concerns that include acknowledging local products as being environment friendly, respectful of animal welfare, good for the local economy and community and/or organically produced (Mintel, 2003). However , as for any other marketable product, consumer's acceptance is vital for the success of local products and their purchase is conditional upo n how well the product is measured against specific choice attributes, such as price, convenience, accessibility and perceived quality (Weatherell et al., 2000)

Milk constitutes an important food at every stage of human life because of the many nutrients it contains. Milk with more cooked taste, creaminess, and sweetness were perceived with more overall quality acceptance and were liked more by consumers compared to milk with raw milk taste, raw milk aroma, metal taste, and clear aftertaste. Thickness in milkdid not show significant effect on overall acceptance (Lee et al. 2003) The annual milk consumption per person is 79.2 l, in the European Community (EC) countries, 92 l in the USA, and about 25 l in Turkey including non-registered consumption (Capdevila et al., 2003; Tekinay, 2006).

The growth of UHT milk has been remarkable, increasing worldwide in the past 20 years especially in Europe, Asia, and South America. However, shelf-stable milk consumption in the United States (U.S.) is very low compared to other regions in the world (Burton 1988; Kissell 2004). The cooked flavor in the UHT milk, the familiarity with UHT milk (Dairy Biz Archive 2000), and the higher cost of UHT milk (Pearson etal.1990; Kissell 2004) may be the reasons why the U.S. population has been slow to accept it.

A good television commercial is one which leaves a positive impact on the viewers may help to create familiarity. If the advertisement is good than they will become a point of attraction for the people and

consequently it will create intention to purchase. Advertisement is important for industries as well as for the individual consumers. The study would be aimed to show the role of T.V advertisements of Dairy Product (UHT milk) on consumer purchase intentions. Therefore, the objective of this study would be to explore the attributes of TV advertisements and measure theirimpact on consumer purchase intention. And secondly, to explore the individual critical factors of advertisements based on global priority weights contributing towards this intention for UHT Milk.

2. Literature review

Advertising is nowadays widely used and makes a visible contact with the consumers.Advertisements communicate functional and emotional values (de Chernatony, 2010) of brands and products to the consumers which in turn creates strong, favorable and unique associations of brands in the mind of the consumers. An advertisement is a combination of certain elements that are content or message to be conveyed, the execution or the style of conveying the particular message and the frequency or repetition of the advertisement in front of the consumer if all these elements are properly managed the ad could be said to be the most effective tool of communication (Batra et al., 1996; Kotler, 2000). Advertisers also use particular effective techniques to appeal to young people and children (such as the use of appeals, promotional characters, celebrity endorsement and giveaways) (Committee on Communications, 2006), and such techniques do affect the popularity of the advert with children (Nash et al., 2009).

2.1 Relationship between advertisements features and purchase intention

Quality is the strong marketing weapon in developing the marketing strategy (Soutar et al., 1999). Research evidence suggests that the subsequent quality is the strong marketing weapon in developing the marketing strategy (Soutar et al., 1999). Research evidence suggests that the subsequent quality perceptions are influenced by the consumer perception about the advertisement. The product displayed in an environment with bright lights is generally rated as low in the quality, rather than the product that is displayed in the soft music (Baker et al., 1994) when furniture and fashion products are displayed in relatively warmth colors are less attractive (i.e., red or orange) than the cool colors (i.e., blue) (Bellizzi et al., 1983; Bellizzi and Hite, 1992; Crowley, 1993). Later, the environment of the retail will be useful in determining the usefulness of the less tangible rated attributes (Alford and Sherrell, 1996).

Celebrities are the publically famous people. If the celebrity is better known and popular than companies will be more attached to the products so the consumer feel good about the product (Lin, 2008). Celebrity should be trustworthy in terms of ethics, believability and honesty (Blech&Blech, 2001). The celebrity attractiveness is also the main factor on which the success of celebrity endorsement depends. Researches

show that the attractive celebrities are most likely to change the consumer beliefs (Debevec&Kernan, 1984; Chaiken, 1979). The brand is affected by the attractiveness of the celebrity, status and physically attractive (Kamins, 1990). (Kahle and Homer, 1985) says that the physical attractiveness of the celebrity highly influence the brand and advertisement recall. Dance is the cultural way to know the symbols. The theory of visual rhetoric was used to examine advertising through a text-interpretive and reader-response approach (McQuarrie and Mick, 1999). The work of Park and Young (1968) on music in commercials, where they said that music is capable of affecting the attitude toward the brand if used in advertisements—based on the central and peripheral routes of the consumer. The emotional responses and behavioral intentions towards the product are influenced by consumer attitude, mood and music in advertising (Alpert and Alpert, 1990). The product characteristics are positively evaluated to the music played in the advertisements (MacInnis and Park, 1991).Availability refers to the ease of difficulty of getting the specific products. Although there is high intention or motivation for the product but the practibility of the intention is not possible unless the product is available to purchase (Vermeir and Verbeke, 2004).

Consumer believes that if they will pay more for a certain commodity they will get the higher prices and will get low quality if they will pay less. Product reputation, image of the brand, equity of the brand and company had relationship with performance and product, mainly with the famous products which shows a consumer and social status relationship (Eastman et al., 1999). Dodds and Monroe (1985) and Zeithaml (1988) study shows that the consumer will pay for what they will perceive about the product.Message effectiveness is decreased by high level of repetition and vice versa (cf. Cacioppo and Petty, 1979; Berlyne, 1970) so there is a moderate relationship between the effectiveness of message and repetition. The message repeated many times can cause tedium and annoyance (Berlyne, 1970; Anand and Sternthal, 1990). When the viewer is exposed to the advertisements of unfamiliar brand they are likely to learn many thing from it but when it is repeated many times there is very little for the consumer to process and learn (Krugman, 1972).

The consumer purchasing behavior is affected by the advertising appeals that are an important message for the consumers (Verma, 2009). Hirschman and Holbrook (1982) suggested that the emotional appeal arises from experimental emotional consumption side. Amstrong and Kotler (1991) said that emotional appeal is to activate either positive or negative emotions of the consumers that motivate purchases. Gilson and Berkman (1987) defined advertising appeal as, "An attempt at creativity that inspires consumers' motives for purchase and affects consumers' attitude towards a specific product or service." Therefore it means that appeal in advertising is used to gain the consumers' attention or to modify the consumers'

perception or attitudes about the product, and also to produce an emotional effect on them about a particular service or a product (Belch and Belch, 1998; Schiffman and Kanuk, 2007).

The term "consumer" describes individuals or organizations that purchase goods and services to satisfy their own wants and needs or the needs and wants of other individuals or organizations. (Frank R. Kardes, 2010). Consumer intention to purchase a product and to patronize a firm service is referred to as a consumer purchase intention (Shao et al., 2004). Purchase intentions have been proposed by Dodds et al. (1991) as buying willingness. Gruber (1971) suggest that provide the relationship between the acquisition and use of product and consumer reaction to the product.

Research Methodology

The main emphasis in the research is on the role of TV advertisement on consumer purchase intention and whether these advertisements and attributes of these media advertisements create the purchase intentions for the consumers of UHT Milk or not. Primary data is collected from the consumers those who are the TV advertisement viewers of UHT Milk from the five major cities of Pakistan (Karachi, Lahore, Islamabad, Multan and Faisalabad). An indepth study of literature was done to identify the features of advertisement influencing consumer purchase intention. Factor analysis was performed for the dimensions reduction of these identified variables and explored six major constructs. While Cronbach's Alpha measured the reliability of these constructs. Analytical Hierarchical process was used to measure the level of criticality of individual items. Correlation determined the direction of relationship between dimension of advertisements and purchase intention. Finally, Regression Analysis was used to test the hypothesis.

The data is collected in the general environment (field conditions) and no manipulated condition was used in the data collection. The participants were perceived as there were no deviations from the everyday routine when the data collected from the respondents.The research tool that is used in the study is the self-administrated questionnaire. There were 34 variables on the questionnaires. 25 variables was measured on the 7- point Likert scale which tells that how the respondent strongly agrees or disagrees with the statement stated in the questionnaire and rest of the seven variables was measured by multiple choice questions which allows the greater breadth of the response.

The sample size of 400 respondents is chosen from the population of five cities (Karachi, Lahore, Islamabad, Multan and Faisalabad) in Pakistan.

Table I Sample Size Division

Respondents	City
100	Karachi
100	Islamabad
80	Lahore
60	Multan
60	Faisalabad
400	**TOTAL**

Keeping in view the type and nature of the study the systematic sampling technique is the best that can be used in the study. The systematic sampling is selecting sample members from a larger population and according to it, a random starting point and a fixed or periodic interval. The respondents were selected for this study was at the fixed interval of every 5th person in any place of all the five cities of Pakistan.The research model consist of Quality Features shown in advertisements (Paul & John, 1986), Entertaining celebrity Association (Anitha, 2012), Product Availability shown in advertisements (Christopher & Julie, 2010), Content Credibility (June et al., 2005), Effective advertisement Repetition (Arno et al., 1986) and Advertising appeals (Long, 2011) on the Consumer Purchase Intention.

H1: QUALITY FEATURES OF PRODUCT IN ADVERTISEMENTS

H2: ENTERTAINING CELEBRITY ASSOCIATION

H3: PRODUCT AVAILABILITY INFORMATION IN ADVERTISEMENTS

H4: CONTENT CREDIBILITY OF PRODUCT IN ADVERTISEMENTS

H5: EFFECTIVE ADVERTISEMENT REPETITION

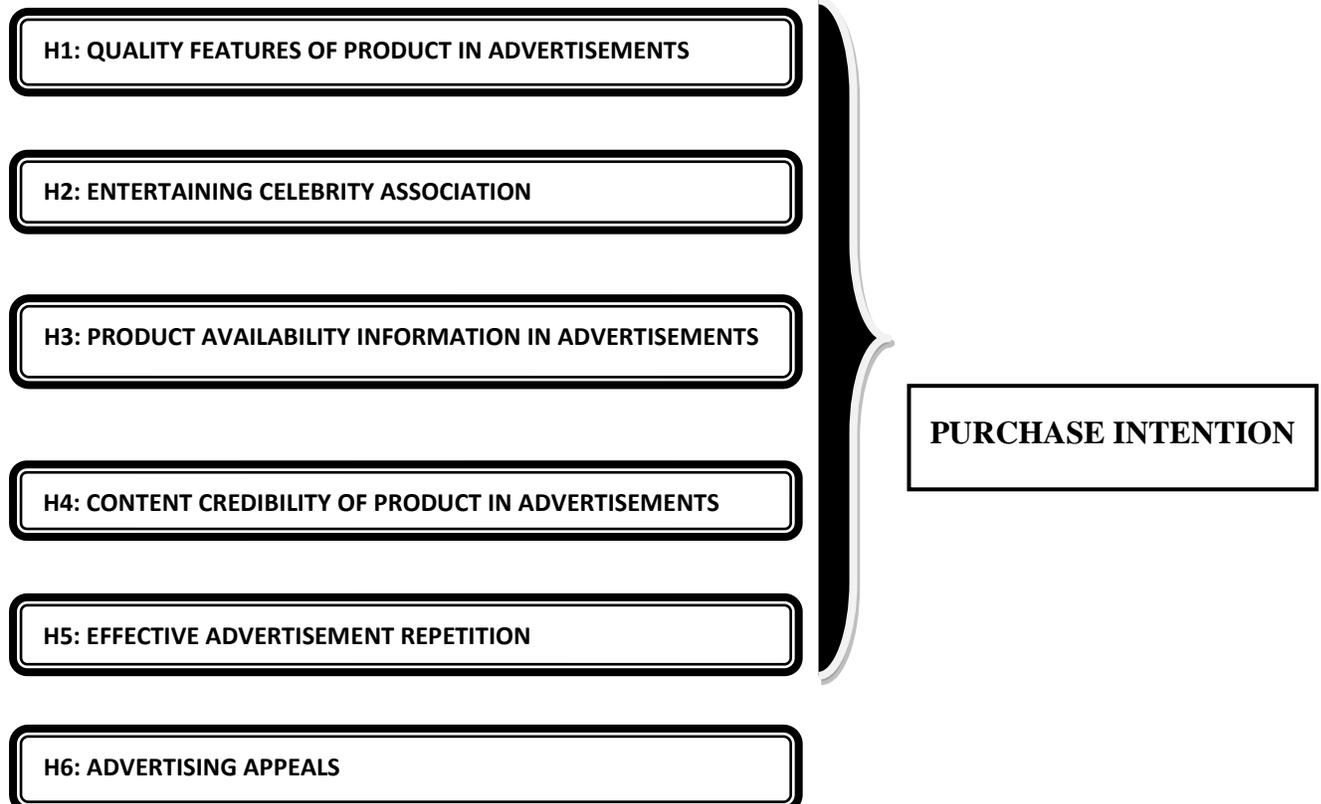H6: ADVERTISING APPEALS

PURCHASE INTENTION

Figure I Proposed Research Model

3. Results

4.1 Factor Analysis

The principal components factor analysis was conducted with varimax rotation on the initial items, employing a factor weight of 0.50 as a minimum cut-off value. It identities six constructs which are quiet supportive for the proposed conceptual frame work. Quality Features, Entertaining celebrity association, effective advertisement repetition, content credibility, product availability information and advertising appeals are extracted after loading 25-items in principal component factor analysis which are given in table with individual items.

Table II Factor Analysis

Items	Quality Features	Entertaining Celebrity Association	Product Availability Information	Content Credibility	Effective Advertisement Repetition	Advertising Appeals	Cronbah Alpha
If the price of the product shown in the advertisement is acceptable by you	0.662						
If retail outlet atmospheric appropriateness is related to perceived quality, and the atmosphere shown in advertisements is appropriate with the product	0.631						0.807
If the product is environment friendly shown in the advertisement	0.726						
If value added services are shown in an advertisement of that product	0.71						
If a good service quality is shown in the advertisements	0.703						
If the celebrity shown in the advertisement of is trustworthy		0.703					
If the profession of endorser shown in the advertisement appropriately matched with the		0.703					

Item							Reliability
intended audience							0.768
If a favorite celebrity is used in a advertisement	0.727						
If there is an association between celebrity and product advertised	0.602						
If dance shown in a advertisement is entertaining	0.648						
If a popular music is used in an advertisement	0.501						
If an advertiser is using more than one medium to advertise its product		0.589					
If an advertiser shows easy access to product in advertisements		0.653					**0.753**
If an advertiser shows availability of product		0.7					
If price is an indicator of product quality and is kept low			0.558				
If the reliability of a network is shown in an advertisement			0.509				**0.713**
If you perceives that product is dependable after watching its advertisement			0.55				
If an advertiser is using an effective message in advertisements				0.759			
If an advertisement is repeated many times				0.659			**0.413**
If an advertisement is repeated for both familiar and unfamiliar brands equally				0.636			
If an emotional appeal (fear, guilt and shame) is used in advertisement					0.788		
If an emotional appeal (love, humor, pride and joy) is used in advertisement					0.747		
If a rational appeal (attributes, features and quality of product and service) is being used in advertisement					0.656		**0.525**
If an advertiser is using appeal (attractive physique, personality, body language, etc.) in advertisements					0.585		
If an advertiser in using advertising appeal (packaging products, services, organizations, or individuals) in advertisements					0.618		
Percentage of Varience explained	12.921	12.885	10.556	8	6.103	4.869	

Cummulative Percentage explained	12.921	25.806	36.363	44.363	50.466	55.335	

3.2 Analytical Hierarchal Process

Table II Analytical Hierarchal Process

Ranks	Label	Factor	Global Priority Weights	Tiers
1	Easy access to product	F3.2	0.071224	**Tier I (Critical)**
2	Emotional appeal (fear, guilt and shame)	F6.1	0.06933	
3	Effective message	F5.1	0.06362	
4	Repeated many times	F5.2	0.06362	
5	Repeated for both familiar and unfamiliar	F5.3	0.06362	
6	Low price indicator of product quality	F4.1	0.060821	
7	Dependable product	F4.3	0.059675	
8	Appropriate atmosphere perceived quality	F1.2	0.059346	
9	Dance in ads	F2.5	0.046874	**Tier II (Supporting)**
10	Availability of product	F3.4	0.041263	
11	More than one medium	F3.1	0.04098	
12	Reliability of a product	F4.2	0.034783	**Tier III (Maintaining)**
13	Price of the product acceptable	F1.1	0.033907	
14	Association between celebrity and product	F2.4	0.033642	
15	Value added services	F1.4	0.032138	
16	Popular music	F2.6	0.030742	
17	Celebrity is trustworthy	F2.1	0.030699	
18	Favorite celebrity is used	F2.3	0.02931	
19	Endorser profession match with audience	F2.2	0.028118	
20	Environment friendly product	F1.3	0.026339	
21	Advertising appeal (packaging products, services, organizations, or individuals)	F6.5	0.023714	

22	Rational appeal (attributes, features and quality of product and service)	F6.3	0.015666
23	Appeal (attractive physique, personality, body language, etc.)	F6.4	0.01441
24	Emotional appeal (love, humor, pride and joy)	F6.2	0.013296
25	Good service quality	F1.5	0.012865

AHP - a multi-criteria decision making method and is used to attain the second objective of this study, initially introduced by Wind and Saaty (1980) in which the qualitative measures are converted into rector scale weights that are pooled into linear addition weights for alternatives. These resulted weights are used to prioritize the alternatives and thus the decision maker would be in a better position to make a proper decision (Formen and Gass, 2001). Three primary functions of AHP are the strengthening complexity, measurement on ratio scale and the synthesis. Bhatti et al (2013) explained these functions in details. The hierarchy of advertising features based on level of criticality is given in TableII. The table shows the analytical hierarchy of quality features shown in an advertisement, entertaining celebrity association, content credibility, and advertisement repetition and advertising appeals. The global priority weights show the relative importance of each factor in advertising factors that affect the purchase intention of the customer. All the 25 items are distributed in three tiers as per discussed below

The tier I consist of eight critical factors. The easy access shown in the television advertisement about the product has the highest global priority weight with the value of 0.071224. The advertisers should be more focused towards this factor in order to create the purchase intention through advertisements. The easy access to the product will allow the customer to purchase easily in time of need. So it will be more a point of attraction. The emotional appeals (fear, guilt…etc.) shown in the advertisements is the second highest factor with respect to the global priority weights with the value of 0.06933. It is a critical factor which creates high purchase intention and the advertisers should be more focused to make these types of advertisements of UHT Milk to create the high level of purchase intention. The negative emotional appeal is not

always negative rather it makes an advertisement more interesting and customer is more attracted towards the advertisement and try to use that product at least once due to such facts. On the other hand the negative appeals can be used to create the negative behavior of the consumer that he/she should avoid using the product that is haphazard. So this factor is critical as it can be used in both the ways and have the high impact on the consumer. The other three critical factors in the tier I are effective message used in advertisements, advertisement repetition and repetition of advertisement for the familiar and unfamiliar product and all three are having the same global priority weight of 0.06362 having the highest level of consistency it supports the fact that the effective message used in an advertisement of UHT Milk have a great impact on the intention to purchase for the customer. Advertisers should use the effective message in the advertisement to attract more and more consumer for the product. The repetition helps the consumer to that he can recall the product if have seen the advertisement of the certain product several times and make them easy to remind due to repetition. The effective advertisement repetition will lead to the purchase intention and is critical supported by the results to focus on this factor. The sixth critical factor in the tier I is low price as an indicator of product quality with the global priority weight of 0.060821. The advertiser should show the price of the product in an advertisement for the consumer to make it easy for consumer that what he can buy in the range of his or her income. The importance of quality varies with different consumers as some only are concerned with the price rather than quality and people with high income group are more focused toward the quality in the product regardless of the price. But the low price is the most attractive factor for the majority of the consumer which leads to high level of purchase intention. The seventh critical factor with the global priority weight of 0.059675 is the dependability of the product shown in an advertisement. This suggests that the purchase intention of the consumer is affected highly by the dependability of the product shown in advertisement and is most likely to create the purchase intention. The advertiser should focus more on this factor to show the dependability. The eighth and the last critical factor in the tier I is atmospheric appropriateness shown in the product advertisements with the global priority weight of 0.059346. The atmosphere shown in an advertisement for UHT Milk has much of the influence. The advertisers should more focus on the showing of service cape in the advertisement make easy for the customer to perceive the quality of the product.

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Tier II consists of three supporting factors. Their presence would make the critical factor of Advertisement more effective. They may also contribute slightly towards consumer purchase intention. Finally, tier III consist of the fourteen items that are the maintaining factors. Their presence may be a value addition into any advertisement but they are not the deciding factor of consumer purchase intention.

4.3 Regression Analysis

The regression analysis performed with the six advertisement dimensions as an independent variable and purchase intention as a dependent variable.

Table IIIRegression Results

Model	Un standardized Coefficients	Standardized Coefficients		P value	Results
$R^2= 0.305$	B	Beta	T	Sig.	Hypothesis
Quality Features	0.114	0.326	6.485	0.000	H1 proved
Entertaining Celebrity Association	0.111	0.122	2.382	0.018	H2 proved
Product Availability Information	-0.014	-0.15	-0.291	0.771	H3 rejected
Content Credibility	0.102	0.113	2.218	0.027	H4 proved
Effective Advertisement Repetition	0.141	0.139	3.034	0.003	H5 proved
Advertising Appeals	0.114	0.109	2.412	0.016	H6 proved

The quality features of the product shown in the TV advertisements have significant positive relationship with (Beta = 0.326, t value = 6.485, p value = 0.000) so H1 is proved. While entertaining celebrity association also have significant positive impact with (Beta = 0.122, t value = 2.382, p value = 0.018) so H2 is supported while H3 is rejected due to product availability information shown in advertisements have no positive significant impact with (Beta = -0.15, t value = -0.291, p value of 0.771). Content credibility has a positive significant impact with (Beta = 0.113, t value = 2.218, p value = 0.027) so H4 is supported. Effective advertisement repetition also create purchase intention as having positive significant impact with (Beta= 0.139, t value = 3.034, p value = 0.003) so H5 is supported and H6 is also supported as advertising

appeals also impact on UHT Milk consumers purchase intention with (beta = 0.109, t value = 2.412, p value = 0.016).

4.4 Independence of Residuals-Durbin Watson Statistic

The Durbin-Watson Statistic is used to test for the presence of serial correlation among the residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule of thumb, the residuals are uncorrelated is the Durbin-Watson statistic is approximately 2. A value close to 0 indicates strong positive correlation, while a value of 4 indicates strong negative correlation.

Table IV Durbin-Watson Statistic Results

Sector	Durbin-Watson Statistic
UHT Milk	1.677

4.5 Correlation

According to the results of the correlations in UHT Milk there is a significant relationship of entertaining celebrity association with the quality features shown in the TV advertisements with the significant value of 0.000 and the r value of 0.421. There is a positive significant relationship of product availability information shown in the TV advertisement with the quality features and entertaining celebrity association with the significant value of 0.000 and r values 0.405 and 0.438 respectively. There is a positive significant relationship of the content credibility shown in the advertisement with the quality features shown in the TV advertisements, entertaining celebrity association and product availability information shown in the advertisement having the

significant value of 0.000 and the r values of 0.457, 0.455, and 0.402 respectively. The relationship of effective advertisement repetition is highly significant with the value of 0.000 with the quality features shown in the TV advertisements, entertaining celebrity association, product availability information shown in the TV advertisements and content credibility with the r values of 0.237, 0.211, 0.371, and 0.250 respectively. The relationship of the advertising appeals shown in the TV advertisements is highly significant 0.000 with the quality features shown in the TV advertisements, entertaining celebrity association, product availability information shown in the TV advertisements, content credibility and effective advertisement repetition with the r values of 0.210, 0.249, 0.319, 0.191 and 0.212 respectively.

Table V Correlation Analysis

		Quality Features	Entertaining Celebrity Association	Product Availability Information	Content Credibility	Effective Advertisement Repetition	Advertising Appeals	Purchase Intention
Quality Features	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	400						
Entertaining Celebrity Association	Pearson Correlation	.421**	1					
	Sig. (2-tailed)	.000						
	N	400	400					
Product Availability Information	Pearson Correlation	.405**	.438**	1				
	Sig. (2-tailed)	.000	.000					
	N	400	400	400				
Content Credibility	Pearson Correlation	.457**	.455**	.402**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	400	400	400	400			
Effective Advertisement Repetition	Pearson Correlation	.237**	.211**	.371**	.250**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	400	400	400	400	400		

Advertising Appeals	Pearson Correlation	.210**	.249**	.319**	.191**	.212**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	400	400	400	400	400	400	
Purchase Intention	Pearson Correlation	.479**	.360**	.302**	.367**	.288**	.254**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

4. Results and Discussion

Relying on the theoretical proposition the advertisements can much contribute to create the purchase intention as the study yielded to analyze the relationship of factors of advertisement affecting the purchase intention. In evaluating a product there are variety of factors which affect the purchase decision at the point of purchase. The ranking of each explicit and implicit factor will be helpful for the consumer to access the purchase intention.

The research results specifically indicate that Quality Features of the product shown in the TV advertisements, Entertaining Celebrity Association, Content Credibility of the product shown in the advertisements, Effective Advertisement Repetition and Advertising Appeals are very important factors of the advertisements that influence the purchase intention of the consumer of UHT Milk.

These factors are important as the advertisements are the main source for the consumer to get the information. The advertisements are of many types yet the most important rated is of media TV advertisements. It is that much popular due to a reasonable number of consumers watch television and are more likely to be convinced by them to purchase the product.

The impact of all the six factors affecting advertisements on the purchase intention of consumers of UHT Milk is different. The factors of advertisements that are more, less or moderate influential on the consumer purchase intention are statistically proved or rejected with the help of regression analysis.

In the regression analysis regression coefficients show that the data support the proposed model, but they do not indicate that the selected model is necessarily parsimonious or the best fit model among a set of theoretically feasible models.

H1 states that Quality Features shown in advertisements have positive significant relationship with the purchase intention. It is feasible as it has been demonstrated that quality features not only are the quality features of the product rather it also refers to the quality of the service cape shown in the TV advertisement positively influence the viewer of the TV advertisements and it will create an intention to purchase if he/she will create likeliness for the product after watching the advertisements. In UHT Milk the quality of milk, ingredients and nutrition's shown in the advertisement creates the positive image of the product and the consumer is more likely to create the intention to purchase after watching such features in the advertisements. In UHT Milk the manufacturing and way of packaging shown in the advertisement positively influence the customer.

H2 shows that Entertaining Celebrity Association has a positive significant relationship with the purchase intention. The celebrity association refers to the trust worthy celebrity or favorite celebrity dancing on the music in an advertisement creates likeliness for the product. If the music is popular and popular celebrity is used in the advertisement there will be more influence on the customer about the likeliness of the product and will be likely to create the purchase intention. In UHT milk there is the influence of this construct as Tarang were using various popular Pakistani actors and actresses in their advertisements and were creating the likeliness for their product.

H3 is Product Availability Information shown in advertisements has positive significant relationship with the purchase intention. According to the results the hypothesis is not supported, previous literature states that product availability information is an important component to create the purchase intention. Nowadays people are well aware about the information of the product availability. UHT milk is present at every general store of different sizes and packages and the consumer is well aware about it now. The need is the basic thing that must be have in order to create the purchase intention as the availability information is the secondary information that a customer need as he or she is least concerned about it.

H4 is Content Credibility of the product shown in the TV advertisements has positive significant relationship with purchase intention. Results show that the fact is supported in the UHT Milk sector. In UHT Milk the credibility of the content of the product is very necessary as the packaging, ingredients and all the components which make milk healthy should be present in it to make the milk more reliable and dependable even at the low price.

H5 is Effective advertisement repetition has positive significant relationship with purchase intention. In UHT Milk there is a considerable importance of this construct as many of the new brands are being launched advertisement is the best medium to create the awareness of their brand and repetition of the

advertisement will convince the customer to buy this newly advertised brand once just to try it. So advertisement repetition is likely to create the purchase intention in the UHT milk sector.

H6 is Advertising Appeals shown in the TV advertisements has the positive significant relationship with the purchase intention. The hypothesis is supported as appeals are playing a major role nowadays in creating the purchase intentions. People are likely to response positively when are shown with the appeals in the advertisements. The correlation of the six constructs and the dependent variable Purchase Intention is positively significant in UHT Milk sector.

5. Conclusion

Television advertisement is the goldmine for any company to advertise its product and to create the awareness among the people about their product. The study indicates that all the six dimensions of advertisements discussed have worked well to create the purchase intention in the minds of the consumers."Brand" is the most valuable asset of any company; building its image is, thus, of paramount importance. Any thoughtless adventure can be like the Sword of Damocles upon your head. If brand is not properly advertised people will be less like to response for it due to less awareness and won't be able to recall it at the time of reuse of the product. The study indicates that the consumer is most responsive towards the quality of the product shown in the TV advertisements. Therefore it is imperative to invest on the advertisements which show the quality features of the product and make the consumer responsive to create the purchase intention or actual purchase of the product.Celebrities are very useful in building the brand image which is more likely to create the purchase intention in the minds of the customer. The favorite celebrity creates likeliness for the product and ultimately resulting into actual purchase behavior.Similarly all the other factors are contributing at their part in order to convince the customer to buy that product. Advertisers must use such advertisement to establish their brand identity and creating awareness about the product in consumers. The repetition of the advertisements creates tedium the advertisers should focus that they should produce something interesting and new in the advertisements which appeals the customer and likely to create the purchase intention.

6. Recommendations and Future Implications

The UHT Milk producers should focus to advertise the quality of their product through which customer will be more influenced and will create the purchase intention and will be likely to formulate the actual purchase decision. The service cape and product quality should be shown in the TV advertisements to make it more attractive for the consumers to create likeliness and ultimately create the purchase decision.

The advertisers should show the content credibility of the product backed by the entertaining celebrity association to create the likeliness for the product. The advertisers should now less consider the product availability information shown in the advertisements while advertising appeals such as emotional and rational appeals are still very influential and advertisers should focus on it. So the basic facts should be shown in the advertisements which creates interest and enhance the product knowledge of the consumer. Advertisement repetition should be use moderately as the more the product advertised the more it will create tedium and consumer will start avoiding it rather than to purchase it. The more the repetition the less its effectiveness so the UHT Milk should not be repeatedly advertised that they create a negative image in the minds of the customer. The further research can be carried out on the role of TV advertisements on the actual purchase behavior of UHT Milk. We can further find the impact of word of mouth or E word of mouth on the consumer purchase intention and actual purchase behavior of UHT Milk.

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