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The Role of Emotional and Environmental Stimuli in Consumers Buying Behavior: A Comparative Study of International and Local Soft Drink Brands

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Abstract

This study aims to examine the differential impact of emotional and environmental stimuli on the buying behavior of local and international soft drink brands' customer in Haripur region of Pakistan. A total of 200 hundred respondents filled the questionnaire from district Haripur. SPSS v.22 was used to analyze the data and four techniques were implemented. The results of the study show that there is a direct relationship of emotional and environmental response with customers' buying behavior and impact of emotional and environmental stimuli on consumer preference is higher in international soft drink brands as compared to local soft drink brands.

Keywords: *Advertising, Buying Behavior, Soft Drinks, Brands.*

Introduction

Advertising is the key factor in promoting a business and all other factors rely on it while goods and services are mostly produced according to customer need, not for owner's interest and sometimes we say that, advertising is the heartbeat of any business and without it business cannot survive. Cohen (1988) defined advertising in a different way, according to him "Advertising means to persuade the peoples towards a certain product, service or idea with different tools and procedures to convey a message". Advertising plays a significant role in our daily life and also a key source to generate wealth for media like TV, radio, billboards, etc. (Sharma and Sharma, 2009). According to Benson-Eluwa (2005), "Advertising is a paid form of communication with the intention to inform one or more peoples through different Medias". From these definitions, it is clear that advertisement is a persuasive message for peoples to give appropriate responses towards something also including owner's interest. Some people said that advertising is boring and anxious activity but in another hand, they have the desire to drink Coke and to purchase Sony and Panasonic equipment. The basic of advertisement in any business is to maximize the sales and make a profit, moreover, to stay in business every company increase its sales from its product or service to cover operating cost and calculate profits (Terkan, 2014). Advertising is not assumed by marketing management it's only for entertainment to keep customers with products or service, in particularly, mass media perform

an important role to the persuasion of the audience and giving information with different ways that just paid for communication by the advertiser (Sorina-Raula et al. 2008). "Advertising is the significant way to promote and sell advertisers' product or service and clarify the customer to shop rationally" (Sharma and Sharma, 2009). Advertising is to convey message or information relevant about product or service and thus, to meet demand. As a marketing tool advertising serves the function of stimulating a products distribution and to build brand preference and loyalty (Sundarsan, 2007). This study tends to find out the impact of advertising on consumer's choice of soft drink brands, the role advertisement plays on the consumer's choice of soft drink brands and how effective customer preferences are towards international and local soft drink brands. This study also determined the impact of emotional and environmental stimuli on consumer buying behavior.

Literature Review

Bagwell, (2011) considered advertising as "it is a paid form, which is communicated by particular source and intended to influence the audience to make some action now or later on. According to Sundarsan, (2007) advertising is a technique which firstly attain the consideration of audience and then encourage them for a valuable exchange, while Schumann (1991) say that advertising is the attention to the organization and professionalism of promoting its business capacities and influential power. Stigler and Murphy (1989) defined advertising in social scenario, according to him advertising have a place with a significant verifiable moment, it is a way cutting edge industrialist culture, and promotion couldn't be decoupled from the way it start to exist and work it in public eye and regarding to current situation how it attracted sponsorship of expertise, furthermore, advertising is the authorized skills by the entrepreneur of society. Schumann (1991) examined that in general advertising create and controlled the different false needs and wants of peoples, it must promote the comprehensive way and different financial aspects of society, and advertising emphasis on different fields to influence (mind research) regulation (political science) sex, race, and class (human studies). Particularly advertisers promote their brands by wrapping so as to mythologizing them, in accordance with customers dreams advertising is not only rely on of "mythologize so as to offer cleanser" humanizing so as to promote transformitems into certain brands. Katke, (2007) defined advertising as the innovative way of conveying a message through different media source under different situations, and the advertiser paid for that communication. As per Hussainy et al., (2008) promotion is planned communication to inform its audience, persuade audience members to make some action, it is a rule incorporates the name of a thing or management and how that thing or management could be an advantage the shopper, influence potential shoppers to make purchase specific brand. Business players look to create expanded utilization of their product or service through marking, which consists of the repetition of picture or brand name related with the end goal to relevant qualities of a partner with the brand in the mind of shoppers (Sorina-Raula et al. 2008). Advertising is the strategy for long being by which advancement of mass media plays very important role to conveyed information regarding product or service to keep a large number of individuals (Saleem et al., 2010). In any case, mass media practices create various issues in subsequent ways to an advertising message may not be classified of the marketer's target markets, along with sometimes this may be a wastage efforts for the utilization of limited resources (Abey P. Philip, 2007). Then again, changing nature of advertising with the innovative way and the rise of new media sources that offers more choices for focusing on promoting crusade. Customers are persuaded according to their environment, culture and living standard, and a good advertising campaign must touch the environmental and emotional cell of the customers (Singh & Kaur, 2011).

Emotional Response

Advertising is to develop an understanding of preferring and selecting goods or services, therefore, advancement theory in advertising and marketing is disposition towards-the-notice, then again the mindset of shoppers help them how to impact that notice until to purchasea certain brand (Goldsmith & Lafferty, 2002). Buyer purchasing at the spot relies on certain idea and thought by which he or she make the purchase a given item or service (Adelaar et al., 2003). The another significant way of advertising is to acquire an inspiring character for the advertisement and the brand customer buys and that way how much that advertisement influence customer feelings for a particular reaction (Goldsmith & Lafferty, 2002). That is why the essential point of advertising relies on the need or desire of individuals to buy items and satisfy

his needs and wants (Bijmolt et al., 1998). For buyers at the spot purchasing, it is essential how he or she select and purchase a certain product or service under the certain view of ideas and thoughts (Adelaar et al. 2003). The objective of advertisement is customer purchase, how he or she acts in a specific manner in different circumstances (Ayanwale et al., 2005). Emotional response may be categorized as "get behavioral performance" By the shopper point of view and how shopper anticipate his or her purchase decisions and changing nature of shopper when he or she purchase their favorite brand which they like more (Smith and Swinyard, 1983). The objective of successful advertising under changing nature of mind is to get notice and obtain the quantity of positive reactions of respondents regarding a particular commercial (Goldsmith and Lofferty, 2002). Advertising relates the more significant and attractive features like impressiveness, noticeable quality, completion and full of pleasure (Latif & Abideen, 2011). Hence, Adelaar et al. (2003) suggested that effect of favorable response which is influenced by three well-known variables:

Pleasure: In that state of sentiment, any person feels a good sense of humor in the form of happiness or joyful in particular situations.

Arousal: This is the state of sentiment that is changing from individual to individual in changed different circumstances i.e. feeling of enjoyment, active, tired, or anxious.

Dominance: It is the state of sentiment that defines different moods of the individual which are in control situation or free in different circumstances.

Environmental Response

It is a natural states of mind which is categorized in mentality responses in different circumstances, natural conditions that seem by all accounts, to be a particular conviction, which is to a great extent situation in a psychological way and that must be observed these conditions instead of a state of mind (Heberlein and Wisconsin, 1998).The environment gives particular kind of experiences to the shopper applied in an innovative way for offering thing or services just like showcase related examination (Adelaar et al. 2003). Uncommonly, advertising studies in retailing stores environment clarify the effect of different environmental conditions and ambient sounds at the earning seasons (Morris and Boone, 1998). Natural variables also influence the buying decisions of the customer (Greenley and Foxall, 1997). Motivational buying of shopper determined by different variables, in term of gifts, belonging, realism, minute craving, post-buy choice and self-investigation (Greenley and Foxall, 1997). Along these lines, companies offer to shoppers some particular numbers of Medias, which are developed for stage setting or making a link that innovates or offers related product or service (Rifkin, 2000). Human sense and data rates make the natural brain research model. Human sense consists of sound, sight and touch that can affect shopper experience and the data rate can effect the shopper to pick up data from promotion. So that, in ad feature, picture and melodies are firmly related. The natural brain research model suggested that domain like retailing store that brings pleasant feelings in a singular's psyche, which is isolated into joy, excitement in individual buying conditions (Adelaar et al., 2003).

Sensory stimulus: Sense modalities are sound, sight, and touch that can influence the customer experience. (Adelaar et al., 2003). The natural mentality is a view of that conviction and standards, which are developed through individual discernment and recognition, ought to be taken as singular's supposition and opposed to a state of mind (Heberlein & Wisconsin, 1998).The natural brain research model proposes a domain, (for example, retailing store) that delivers an enthusiastic feeling in a singular's psyche, which is isolated into joy, excitement or predominance in distinctive purchasing circumstances.

Information rat: Advertising related studies recommended that environment gives certain sort of experience to purchaser, which are utilized for advancement and offering product or service (Adelaar et al., 2003).The buyers who can't choose what to buy, utilize the procedure of procurement expectation (Goldsmith & Lafferty, 2002). Buy aim implies customer buy the item accidentally and spontaneous (Adelaar et al., 2003).In this condition buyer, take just data from the retail location for buy choice (Stern, 1962). The natural brain research model gives a better idea of enthusiastic reaction as opposed to

conventional promoting exploration and the data rate can influences customer for picking up data from promotion. So that in ad feature, picture, and melodies are firmly related (Hitchon et. all, 1994)

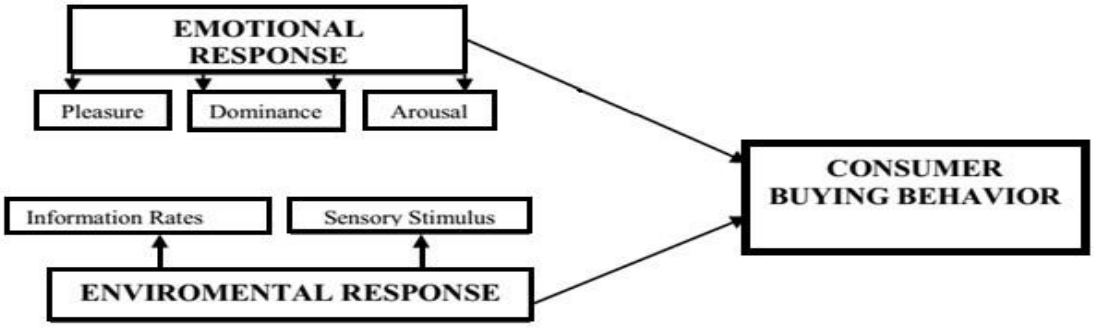
Buying Behavior

Buying behavior relates most nearly to the customary choice making procedure, it is the activity that involve emotional, mental and physical level of consumer while selecting and purchasing a good or services (Wilki 1994). Shoppers start the procedure when the buying choice is mind boggling and the result may be unsafe. At the point when the issue is perceived, buyers attempt to gather, however, much data as could reasonably be expected, both from inward and outer inquiry. At that point, the item options and post buy are assessed painstakingly (Hawkins, Mothers Baugh 2010). The expression "buyer behavior" delivers a picture of a customer assessing the qualities of an item and selecting the particular case that illuminates their recognized requirements for the slightest expense (Hawkins and Mothers Baugh 2010) Consumers regularly settle on their decisions with full attention to judicious thinking; however numerous choices include minimal cognizant exertion (Loudon and Bitta, 1994). The arrangements of basic qualities recognition need and procedures experience by a person from society, family and other foundations. Society is the most common and basic for a human's need and behavior. Purchase behavior varies significantly from nation to nation in different societies (Sorina-Raula et al. 2008).

Research Methodology

As there is a lot of difference between the advertisement of local brand and international brand, because in local brand's advertisement less professional or local celebrities involved which are less popular as compare to professional or celebrity involved in international brand's advertisement. Therefore the local brand's advertisement appears on media with low shine or less charming features as compared to international brand's advertisement. For comparison of local and international brand's advertisement, this research study used the strategy of survey questionnaire. Haripur Region of Pakistan was selected for population and convenient sampling was used to collect data. The instrument used for data collection was divided into two different parts. The first part of the questionnaire was about participants in term of age, gender, education and this portion was measured on a nominal scale. The second part consisted of three observed variables including consumer buying behavior, emotional response and environmental response. The 5 point Likert scale was used to measure the constructs rating between strongly disagree to strongly agree. Items of emotional response was adapted from (Adelaar, et al. 2003). Similarly, items of environmental response also were adapted from (Adelaar et al., 2003 and Meharbian and Russell 1976) and items of consumer buying behavior was adapted from (Dittmar, Long and Meek 2004). 270 questionnaires were distributed and 200 questionnaires were collected in useable form. Data analysis was done by using Statistical Tool for Social Sciences in short SPSS version 22.00, and four techniques were applied to the data namely reliability Analysis, descriptive Analysis, correlations and regression Analysis.

PTheoretical framework and Hypotheses



H_1: There is a Direct Relation between Pleasure and Consumer Buying Decisions in local and international soft drink brands.

H_2: There is a Direct Relation between Dominance and Consumer Buying Decisions in local and international soft drink brands.

H_3: There is a Direct Relation between Arousal and Consumer Buying Decisions in local and international soft drink brands.

H_4: There is a Direct Relation between Information Rate and Consumer Buying Decisions in local and international soft drink brands.

H_5: There is a Direct Relation between Sensory Stimulus and Consumer Buying Decisions in local and international soft drink brands.

Data Analysis and Results

Correlation Analysis

In this study, Pearson Correlation is used, which measures the direction and strength of linear relationship between dependent and independent variables.

Emotional response	Consumer Buying Decisions	
	Local soft drink brands	International soft drink brands
Pleasure	.351**	.608**
Arousal	.334**	.534**
Dominance	.353**	.663**

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

Environmental response	Consumer Buying Decisions	
	Local soft drink brands	International soft drink brands
Information rat	.304**	.506**
Sensory stimulus	.389**	.677**

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

H_1: There is a Direct Relation between Pleasure and Consumer Buying Decisions in local and international soft drink brands

Based on the results, we can conclude that in the case of Pleasure in the advertisement the international soft drinks have more pleasure factor in the advertisement as compared to local soft drinks. Because correlation of International soft drinks in 0.608 which is very significant as compared to local soft drinks whose correlation is 0.351. Pleasure and Buying Decisions have a significant linear association ($p < .001$). There is positive direction of the relationship (i.e., buying decision and pleasure are correlated positively), that means these variables tend to increase together. There is the moderate strength of the relationship in case of local soft drink and strong correlation in the caseof international soft drink.

H_2: There is a Direct Relation between Arousal and Consumer Buying Decisions in local and international soft drink brands

Based on the results, we can conclude that in the case of Arousal in the advertisement the international soft drinks have more Arousal factor in the advertisement as compared to local soft drinks. Because correlation of International soft drinks in 0.534 which is very significant as compared to local soft drinks whose correlation is 0.334. Arousal and Buying Decisions have a significant linear association ($p < .001$). There is the positive direction of the relationship (i.e., buying decision and Arousal are correlated positively), that means these variables tend to increase together (i.e., greater Arousal is related with greater buying

decision). There is the moderate strength of the relationship in case of local soft drink and strong correlation in the caseof international soft drink.

H_3: There is a Direct Relation between Dominance and Consumer Buying Decisions in local and international soft drink brands

Based on the results, we can conclude that in the case of Dominance in the advertisement the international soft drinks have more dominance factor in the advertisement as compared to local soft drinks. Because correlation of International soft drinks in 0.663 which is very significant as compared to local soft drinks whose correlation is 0.353. Dominance and Buying Decisions have a significant linear association ($p<$ .001). There is positive direction of relationship (i.e., buying decision and Dominance are correlated positively), that means these variables tend to increase together. There is the moderate strength of the relationship in case of local soft drink and strong correlation in the caseof international soft drink.

H_4: There is a Direct Relation between Information Rate and Consumer Buying Decisions in local and international soft drink brands.

Based on the results, we can conclude thatIn the case of Information Rate in the advertisement the international soft drinks have more Information Rate factor in the advertisement as compared to local soft drinks. Because correlation of International soft drinks in 0.304 which is very significant as compared to local soft drinks whose correlation is 0.506. Information Rate and Buying Decisions have a significant linear association ($p<$ .001). There is positive direction of the relationship (i.e., buying decision and Information Rate are correlated positively), that means these variables tend to increase together. There is the moderate strength of the relationship in case of local soft drink and strong correlation in the caseof international soft drink.

H_5: There is a Direct Relation between Sensory Stimulus and Consumer Buying Decisions in both local and international soft drink brands

Based on the results, we can conclude thatIn the case of Sensory Stimulus in the advertisement the international soft drinks have more Sensory Stimulus factor in the advertisement as compared to local soft drinks. Because correlation of International soft drinks in 0.677 which is very significant as compared to local soft drinks whose correlation is 0.389. Sensory Stimulus and Buying Decisions have a significant linear association ($p<$ .001). There is positive direction of the relationship (i.e., buying decision and Sensory Stimulus are correlated positively), that means these variables tend to increase together. There is the moderate strength of the relationship in case of local soft drink and strong correlation in the case of international soft drink.

Regression Analysis

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
International soft drink brands	.732	.487	.459	.48804
Local soft drink brands	.491	.241	.217	.59692

a. Predictors: (Constant), Sensory Stimulus, Pleasure, Dominance, Arousal, Information Rate

Model Summary shows the total variations in the dependent variable caused by the independent variables. As can be seen from International Soft Drinks Table, the value of R^2 is 0.487, which means that 48.7 percent of the total variance has been explained by the Predictors which are Sensory Stimulus, Pleasure, Dominance, Arousal, and Information Rate. Simple R shows the level of correlation between the variables which is 0.732 that is a very high correlation between the Buying Decisions and Sensory Stimulus, Pleasure, Dominance, Arousal, and Information Rate. In Local Soft Drinks Table, the value of R^2 is 0.241

which means 24.1% of total variations are explained by the independent variables. The simple R-value is 0.497 which shows the moderate relation between the variables.

Table 2: Local Soft Drink brands Coefficients

Model	Unstandardized Coefficients B			Standardized Coefficients (Beta)		Sig.	
	Local soft drink	Int. soft drink	Std. Error	Local soft drink	Int. soft drink	Local soft drink	Int. soft drink
(Constant)	2.135	2.135	.378			.000	.000
Pleasure	.148	.418	.069	.151	.259	.002	.001
Arousal	.127	.227	.067	.134	.234	.001	.003
Dominance	.241	.341	.057	.338	.358	.005	.000
Information Rate	.155	.255	.061	.235	.248	.001	.001
Sensory Stimulus	.112	.222	.044	.124	.454	.000	.0003

a. Dependent Variable: Consumer Buying Decision

The first column" Model" shows the predictor variables (Pleasure, Arousal, Dominance, Information rat and sensory stimulus). In second column, the values represent the regression equation for calculating the dependent variable from the independent variable. This column of estimates provides the values for (Pleasure, Dominance, Arousal, Information rat and Sensory Stimulus,) for this equation.

In international soft drink, the biggest beta coefficient is .454, which is for sensory stimulus, as comparing with local soft drink its value is 0.154. On the other hand, in case of local soft drink, the highest value of beta is .338 which is for dominance as compared to its international soft drink coefficient is 0.358. This implies that these variables make the strongest commitment to demonstrating the dependent variable when the variances of other variables remain constant. The coefficient of information rate in the international soft drink is 0.248 and for local soft drink value of beta is 0.235, this means for each percent change for information rat 24.8 and 23.5 percent expansion determined in consumer buying behavior holding all other variables consistent. The coefficient to pleasure in the international soft drink is 0.259 and its value for a local soft drink is 0.151with the goal for each unit increment in pleasure 25.9 and 15.1 percent change is predicted, considering the all other variables consistent. The coefficient to arousal is 0.234 In the case of international soft drink and 0.134 In the case of local soft drink, so to each percent expansion in arousal, a 23.4 percent build done in the international case and 13.4 percent change in case of the local case is predicted in consumer buying behavior, considering all other variables constant. The sig. column in table No; presents that all the constructs have significance level at $P < 0.000$ which shows all our hypotheses have been accepted. The result of these analyzes answer the questions posed at the beginning of this study. Model of this research contains, Sensory Stimulus, Pleasure, Dominance, Arousal, and Information rat, explains 48.7 percent of the variance in the case of international soft drink and 24.1 percent in the case of local soft drink in buying decision.

Finding and Conclusion

The findings of this study clearly specify that there exists a strong relationship between the environmental response (Sensory Stimulus and Information rate) and emotional response (Pleasure, Dominance, and Arousal) with the consumer buying behavior in both local and international soft drink brands. Therefore, it is recognized through this study that consumers purchase local as well as international drinks in the areas of Haripur, Pakistan by persuading power of their advertisement. However, behavior of the customer toward international soft drink is more optimistic than local soft drink. This is because international brand's invested much more on their advertisement as compare to local brand's advertisement, and in local brand's

advertisement less professional or local celebrities involved which are less popular as compare to professional or celebrities involved in international brand's advertisement. Therefore, the local brand's advertisement appears on media with low shins or less charming features as compared to international brand's advertisement. In this study environmental response significantly influence the consumer purchase decisions in term of unplanned or impulse buying similarly consumer purchased those brands from which consumer shows strong emotional attachments. In addition, these associations related with the brand are produced through promotion in term of video, audio and in text form, which appeals him or her. The comparative study in this research clearly concluded that in case of International Soft Drinks the consumers or potential customers are more affected by the advertisement in both case emotional response and environmental response, and consumers buying decisions are strongly based on the advertisement that they saw on different means like TV, Posters, Bill Boards and radio etc. This study also highlighted the fact that more the advertisement is attractive (both environmental and emotional sense) greater the attachment will be given by the consumers. The main reason behind the strong association between the International Soft Drinks correlations and Buying Decision is that the International Soft Drink's companies more focus on the emotional and environmental responses of the customers as compared to the local soft drink brands.

Limitations and Suggestion

Nothing is perfect in this world, in the same way this research study also has some limitations. The leading limitation is the number of sample N=200. Despite this study is conducted successfully, small sample size was taken from the large population, due to the small sample size the findings of the study not precisely accurate. When the sample size is bigger, the results will be more accurate and reliable. This research is limited to the Soft Drinks sector of Pakistan all of the questionnaires are distributed to customers consuming Soft Drinks in Haripur area, so, the result of this study can only be effective in soft drink industry. In the sameway, the final results not able to represent the whole population in Pakistan. Lack of time is also a limitation of this research, a comprehensive study requisite more time. Availability of resources may change the results of the creativity. As this study is conducted through Soft Drinks Industry, therefore, to generalize the results there is a significant gap in future studies by using different brands and also for wide scale across nations studies also having greater data. There is a need to conduct a study regarding different culture and personality traits of consumers and find their impact on the consumer buying behavior in Pakistan and cross nations. This study also provides a way the strong attachment of culture, environment and personality traits of the consumer buying behavior to facilitate and finding the basic influential psychological factors which are accelerating the consumer buying behavior and it will help the marketers to improve their marketing strategies regarding product sales.

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