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Electronic And Social Media Influence Women Buying Behavior Through Commercialization Of Media

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Abstract

This research aims to explore the factors of electronic media affecting the buying behavior of consumers especially the females in Pakistan. It is generally believed that females build their buying behavior from print and electronic media specifically while taking impression from related news, television dramas, showbiz activities, commercials, advertisements, celebrities, and other tools. This study is an effort to measure the impact of effects of advertising aired on electronic media on women's buying behavior in Karachi City. Overall, advertising has a great role in buying behavior. This quantitative research employs survey study as data collection tool from Karachi through random sampling. The researchers distributed 2000 questionnaires among females of academic departments of universities, housewives, journalists, teachers and students from various localities of Karachi. The results of the study showed that majority of the population was strongly affected by the commercials of various products aired on electronic media in Pakistan. A large number of females also opinionated that electronic media exploited their consumer and privacy rights and negatively led them to buy products which were not actually as per their requirements. The study was limited to the City of Karachi alone due to multiple factors including limited timeframe; however, this study may open new phenomena pertaining to this arena.

Keywords: Buying Behavior, Consumer Rights, Electronic Media, Female Perception, Regulatory Authority.

تلخیص

اس تحقیق کا بنیادی مقصد پاکستان کی صارف خواتین پر صوتی ابلاغ کے اثرات کو ظاہر کرنا ہے کیونکہ عموماً یہ کہا جاتا ہے کہ خواتین پر طبعاتی اور صوتی ابلاغ کا گہرا اثر ہوتا ہے اور عورتیں اشتہارات، ڈراموں اور اداکاروں سے بہت زیادہ متاثر ہوتی ہیں۔ اس تحقیق میں اس بات کی کوشش کی گئی ہے کہ شہر کراچی کی صارف خواتین پر صوتی ابلاغ کے اشتہارات کا کیا اثر ہوتا ہے۔ مجموعی طور پر

خریدار پر اشتہارات کے گہرے اثرات مرتب ہوتے ہیں۔ اس کمیتی تحقیق کے لیے معطیات کو حاصل کرنے کے لیے مصاحتی طریقہ کار کو اپنایا گیا ہے۔ محقق نے کراچی کی مختلف جامعات کے مختلف شعبہ جات سے منسلک طالبات، گھریلو خواتین، خواتین صحافیوں اور اساتذہ سے تقریباً ۲ ہزار سوالنامے پُر کروائے گئے۔ اس تحقیق کا نتیجہ اس بات کو ظاہر کرتا ہے کہ کائنات / آبادی کی اکثریت تعداد کے مطابق اشیاء کے کمرشل اشتہارات عورتوں پر بہت زیادہ اثرانداز ہوتے ہیں اور صوتی ابلاغ کے یہ اشتہارات صارف پر نہایت منفی اثرات مرتب کرتے ہیں اور ان اشتہارات کی وجہ سے صارف اپنی ضروریات سے ہٹ کر بھی اشیاء کی خریداری کر لیتے ہیں۔ محدود وقت اور وسائل کی وجہ سے اس تحقیق کو صرف شہر کراچی تک ہی محدود رکھا گیا ہے جبکہ یہ تحقیق لوگوں کے لیے مفید ثابت ہو سکتی ہے اور تحقیق کی نئی راہیں کھولتی ہے۔

کلیدی الفاظ: طرز عمل خریدنا، صارفین کے حقوق، الیکٹرانک میڈیا، خواتین کا خیال، انضباطی اختیار

Introduction

Media has a vital role to play in enhancing desires among females to buy various products ranging from foods to cosmetic. All formats of media including print, electronic and social media have become the most effective factor influencing consumers especially those females who watch television and use online networking sites to purchase different goods. Most of the females now use electronic and social media for online shopping (Linda, et al., 2019).

Women shopping online have the liberty to avoid face-to-face communication including bargaining with the shopkeepers. They have to just push a button for their purchase and the item is booked for home-delivery. After watching any item advertised on the electronic media, females have an opportunity to analyze the goods online and then they can order. Furthermore, social media and online networking sites provide consumers the opportunity to build their trust level with the markets thus allowing them to purchase the items twice (Abadi, 2018).

Keeping in view the habit of online shopping by female consumers, online sites have taken special measures to increase consumers' confidence in order to increase their online sale, online transaction, ethical considerations, transaction security and quality of products and other matters including privacy of the consumers as well (Chen, Hsu, and Lin, 2010). However, the most common, elements which enhance satisfaction of the consumers especially the females doing shopping online or in markets, include: impression, adaptation, interaction, networking, commitment, assortment, ease and trustworthy online transaction, third party evaluation of products, business view and infrastructure view (Chien, et al., 2012; Crittenden, et al., 2019; & Cui, et al., 2012).

Even in today's arena, the people sitting in markets have increased their budgets for advertisements for digital media channels to attract massive consumers' response for purchasing different goods. In 2017, around 1/3 advertising time and budget was allocated by the advertisers and producers for digital advertisements to enhance their sale-spectrum (E-Marketer, 2015). Social media advertising and digital media marketing have great significance for consumers, who believe in the timely provision of information about new products and authenticity of products advertised on social media (Stephen, 2016). Though social media has provided novel openings and assistances for launching any brand (Kaplan & Haenlein, 2010), but we have to accept with openness that we cannot measure the impact of social media advertising on the end-users and consumers of the products, therefore, it shall remain a key persistent challenge to benchmark the marketing of social media (Schultz & Block, 2012; Schultz & Peltier, 2013).

The Mobile industry has also revolutionized advertising patterns as nowadays consumers have opted mobiles monitoring regularly to watch advertisements leading to making up their mind for purchasing goods. This element is also an integral feature for shopping because nowadays consumers are constantly watching electronic media and mobiles (Hui, et al., 2013). In the modern era, advertising on the digital media has become a unique feature of today's literature and consumers of digital media have been provided a new platform to get addicted by the products advertised on digital media and desires have been arisen among consumers especially females to respond to such advertisements (Schumann, Wangenhein & Groene, 2014).

No doubt, advertising has appeared as a massive tool adopted by the industrialized and non-industrialized countries for the promoting of sale of goods and other services in the market. The same prominence to advertising is being given in developing countries as well. India has adopted advertising as a partnering stakeholder in enhancing the sales of goods of various companies and even the Government departments for their services. Thus, advertising has expedited divergence and vitality of the attitudes of particularly female buyers. Accordingly, everyone including preliminary stakeholder like advertiser, advertising agency and consumer, each one takes the advertised product as per their predetermined mindset, but it is the advertising impact on the buyer which makes buyers to buy the product. So, it can be argued that advertising has modified the attitudes of consumers for products (Ravikumar, 2012).

According to Peter Ducker,

"It is the consumer, who determines what the business is"

After advertising, it is the consumption which is the chief motive of all sorts of production and the consumer who is the authority and the ultimate target of the producers and advertisers of the product either to decide to purchase or dispose of that product. The

individual attitude of any consumer overall shows the total behavior of all consumers either to consume time for developing acquisition, purchasing or disposition of goods or service (Ravikumar, et al., 2012).

Earlier, only entertaining content used to emerge from social media (Agichtein et al., 2008) and public used to seek pleasure and amusement and the consumers or the users of social media only got amused (Manthiou, Chiang & Tang, 2013). Because from different perspectives, the researchers have concluded that the main motive behind using online networking sites and social media was provision of entertainment (Kaye, 2007; Muntinga, Moorman, & Smit, 2011; Park, Kee & Valenzuela, 2009). For instance, it [social media] carries content having significance and motivation consumers (Shao, 2009). This motivational factor led to the advertisers to use social media as advertising platforms (Park et al., 2009). There can be multiple explanations from different perspectives but truly the social media has shared the market of electronic media regarding advertisements and gaining wider public attention.

After detailed deliberations on the topic, it has emerged that various advertisers and producers have ignored the aspect of consumer's privacy and ethics of advertising in addition to consumer's rights, especially the electronic, online media and social media have apparently altogether ignored this aspect. There is a dire need to develop consensus about minor-to-major issues ranging from privacy to perceiving approaches of the consumers in adopting these new trends of advertising both on social and electronic media. In all formats privacy of the consumers should be respected (Tucker, 2014).

Significance of the Study

Due to the mushroom growth of electronic media post 2000, it has been observed with serious concerns that the electronic media has now introduced new market for producers and advertisers to advertise their products on big television screens. Now, the women sitting in the comfort of their homes have opportunity and liberty to watch various channels and having the items they like. However, with the passage of time, it has been observed with concern that consumers' rights including privacy have been ignored by the advertisers while negating the authority of regulatory bodies for electronic media including Pakistan Electronic Media Authority (PEMRA) which has never given any serious attention to consumer's rights. There are seldom cases in consumer courts where someone approaches them to claim the defamation made to his trust and often it is seen that the litigation is delayed in the courts. The study underhand is of great significance in a sense that it may provide new ways to policymakers to introduce any solid legislative framework to protect women's consumers' rights and shun the exploitation of women at the hands of advertisements aired on the electronic media in Pakistan.

Research Objectives

This research work seeks to investigate and explain the "Impact of Commercialization of Media on the Women's Buying Behavior in Karachi". It will also ascertain the impact of commercialization on women particularly women in Karachi. The main objectives of this research work are:

1. To study the attitudes of female consumers in Karachi City towards electronic media advertisements.
2. To analyze the impact of electronic media commercials on the buying behavior of consumers in Karachi City.
3. To analyze preferences of female consumers affected by media in Karachi City
4. To analyze significance of female consumer behavior activity in Karachi City.
5. To analyze consumer behavior pertaining to consumer laws for protection of female consumers in Pakistan.
6. To analyze exploitation of female consumer rights through advertisement on electronic media.
7. To recommend strategies to remove discrimination against consumer rights exploited by electronic and social media.
8. To analyze the impact of advertising on increasing consumerism.

Research Hypothesis

H1: More likely that women buying behavior is being impacted by electronic media through commercialization of media in Pakistan.

H2: More likely that women buying behavior is strongly affected by advertisements aired on electronic media.

Review of Literature

Shabir, Ghous & Safdar (2017) revealed through their study that often it has been observed that consumers are misguided by the electronic media to purchase unnecessary and injurious products. Researchers have made efforts to explore the causes and fixed responsibility on media channels for violation of consumers rights. Shabir et al., further revealed that buyers have opportunity to visit markets and purchase what they want while having personal encounter with the shopkeepers, while suggesting the regulatory bodies to step forward to shun practice of violation of consumers' rights in Pakistan.

Godey, et al., (2016) concluded that advertising on the social media affect consumers' behavior towards any brand. In addition to the electronic media, social media advertisement has greater consequence in affecting consumer behavior. According to a study based on a survey conducted on 845 respondents-cum-consumers of luxury brands

belonging to China, France, India and Italy, Godey, et al., the model of structural equation provides assistance in addressing the gaps in prior media i.e., print and electronic media.

Zhu & Chen (2015) believed that the social media alone has been divided into two main factions including profile and content based media. Both sorts of media depend on the level of connectivity and nature of interaction. The profile oriented media encourages people-to-people connectivity as most of the users of Facebook, Twitter, or WhatsApp are interested in developing connection among them. Profile-oriented media focus on the individual connectivity is on the rise. However, Gallaugher & Ransbotham (2010) concluded that content-based social and electronic media both have collective attractiveness for wider population keeping in view their political, social and economic interests and stakes. Therefore, this sort of media is the most appropriate platform for advertisers to popularize their products in the target population thus promoting customer-to-customer interaction.

According to Brasel & Gips (2014), mobile devices have become an important feature for promoting online shopping, providing locations and features about the quality of products available in stores. Furthermore, mobiles have also increased psychological feelings of consumers to give weight age to digital media shopping.

Hollebeek, Glynn, and Brodie (2014) have maintained that the effects of digital and social media advertising lack empirical investigation from the standpoint of literature regarding brands. Kim and Ko (2012) revealed that only limited attention has been given to brand impartiality and effectiveness regarding advertising on social media.

Anderson, Sims, Price & Brusa, (2011); Tuten and Solomon (2015) have concluded that in today's modern era, social media has turned not only into a commerce but social platform where male and female consumers both can online pay and buy the products they like directly from given social commercial channels. For instance, according to Anderson et al., (2011) through the platform of Twitter, the Dell Outlet has sold out its products worth over 6.5 Million US Dollars.

Ravikumar, et al., (2012) stated that although being one-way communicative medium, television covers a large faction of society. Subsequently, the outreach of television is at the maximum level and once a family starts watching their favorite program on television, it remains tuned and continues watching till late evening, accordingly, advertisement aired on television have a huge impact on the minds of audiences.

Gallaugher & Ransbotham, (2010); Kozinets, de Valck, Wojnicki, and Wilner, (2010) maintained that although, the social media has created its unique place while working as an agent for advertisers to set a new trends of advertising to maximize their reach to a

large number of consumers but Correa, Hinsley & De Zúñiga, (2010); Spillecke and Perrey, (2012) believed that this outreach has also created huge problems as there is no authentic way to measure the impact of advertisements on the social media thus it is difficult to measure the reputation of the brands among women consumers.

Schwedt et al., (2012) stated that the advertisers advertise their luxury brands on the social media and also try to affect the consumers who are frequently using social media platforms including Facebook, Instagram, Twitter, and YouTube. Nilson (1995) believed that the market has been changed by the influential factor of mass media to build and persuade consumers' behavior across the world. Booth (1993) in his book: Crises Management Strategies he maintained that media has greater role to play in international market and guide people about the improved opportunities available to industries and business firms. Richins (1983); and Diamond et al., (1976) admitted that no major study on this aspect has been conducted to evaluate the satisfaction or dissatisfaction of consumers or the violation of consumers' rights. Keane (1991) further admitted that there was a doubtful role on the part of the mass media pertaining to the use advertising for building consumers' perception about various goods. Keane et al., also believed that the media plays a negative role or the Media acts according to the demand of some business players and can affect positive and negative decisions on the consumers.

The extensive literature research showed that there was no regulatory framework for the protection of the consumers' rights and the emergence of the social media has further deteriorated the situation. Therefore, the study in hand may empower the policymakers while providing them with a direction to chalk out a program and ensure implementation of existing, if any, and new laws for the subject under discussion.

Theoretical Framework

As the study discusses the consumers' rights, privacy, perception and decision making power after witnessing commercials and advertisements on electronic and social media, therefore, it seems the study falls under the ambit of Cultivation Theory. Cultivation Theory addresses the effects of television [contents + programs] on audiences. Initially, the theory was developed by George Gerbner and Larry Gross. Both of the social scientists were working on their joint venture titled: Cultural Indicators. They primarily focused on long-term effects, behavior and patterns of thinking of the general public (Moven, 2003). George and Gross (1976) asserted that there were major concerns about the effects of overall television and programs aired on television on the minds of public and culture in America. They further developed comparison between the two powers of religion and television and concluded that religion used to motivate public towards some agendas and in modern eras, television was the main element working on the same motivational factor (Loudon & Della Bitta, 1984).

Miller (2012) explained that the basic objective of cultivation theory was to shed lights on the ways we see the world and not limited to observe specific effects (Moven et al., 2003). In fact, Gerbner, Cross, Morgan, and Signorelli explored that in previous times both phenomena including education and religion had greater influence on behavior of the public thus affecting predominant trends of social problems etc. however, with the advent of modern era, television has jumped into place as a third most effective paradigm to give lasting effects on citizens' lives (Khan & Hafeez, 1999). Accordingly, Cultivation Theory has progressively nurtured perception about various issues among community members. It is believed that the word 'cultivation' provides the meanings of effects on the viewers of television. There are two types of effects i.e., light effects and heavy effects which are labelled with light television viewers with light effects and heavy viewers with heavy effects. Gerbner et al., maintained in 1976 that television was the mass medium for socialization for most of the community members (University of Chicago, 1996). It is normally hypothesized that the individuals who spend more time watching television are affected heavily by the programs aired on televisions (Courtland, Bovee & Arnes, 1994). Gerbner further narrated that all sorts of impacts emerged from television programs ranging from race, ethnicity, violence, occupation or gender all were always directional and lead viewers towards specific directions (Defleur, Melvin & Sendra, 2016).

Theory Testing

An extensive investigation has been made to measure the effects of television through various content-based studies about television programs and their comparative analysis with the outer world as how the rest of the world perceives those programs. Normally, it has been observed through various studies that this world is comprised of combined patterns of behaviors, actions, events, characters and roles among different behaviors which affect each other (Hyokjin, George, Zinkhan & Dominick, 2002).

Cultivation Analysis

Cultivation analysis is the most important step of Cultivation Theory. The Cultivation analysis discusses the effects of television of heavy viewers and light viewers in wake of the programs which are presented to them or they like to watch (Gerbner, Gross, Morgan, & Signorielli, 1986).

Critics of Cultivation Theory

The initial critics of the Cultivation Theory believed television has minimal effects on viewers of different programs especially when the relationship of various effects including age, gender, locality and education. The effects of television are also limited when effects are measured form the perspectives of non-viewers and viewers of

television (Golding, & Mrdock, 1978). Furthermore, several cultivation theorists believed that television has small effects rather it cannot affect the viewers to a large extent because of two major concepts of mainstreaming and resonance.

a. Mainstreaming means overriding variance among different patterns of social, demographic and cultural behavior and perspective.
b. Resonance means to observe relevant experiences of those who watch programs i.e., crimes and then feel themselves victims of such crimes in society.

Type of Television Viewing

The critics of the Cultivation theory have also pointed out that most of the media content is commercially designed for the target population, therefore, only a limited population from the target audience is affected through comparative studies through relative non-selective media fashion. Therefore, they have revealed changes in predictions about Cultivation effects in the minds of the audience.

Linkage of Theory with the Study

As the Cultivation Theory discusses the Cultivating effects among consumers of the media content based on the social, cultural, political or economic issues, social behavior, perception about any social, local, national or international issue. Therefore, the research in hand falls under the paradigm of the Cultivation Theory admitting that the theory that community members and consumers of various products and services are definitely affected by the message aired on television screens. The study also approves the theory that regardless of the level of effects on behavior of the consumer. People are affected by their exposure to media.

Methodology

The researchers have chosen Quantitative Research Methodology for the study underhand, which provided clear directions to investigate the phenomenon of media affecting women-cum-consumers' behavior towards the purchase of goods. Generally, almost all researchers employ quantitative or qualitative approach to explore the physical, material or behavioral phenomenon. The researchers, commonly, chose already in vogue research designs with certain modifications for their specific research projects. However, there are studies where researchers have been seen to employ newly designed methods to explore particular phenomena especially when the study falls under qualitative paradigms.

Research methodology is gauged by the principles and laws involved in the specific paradigm i.e., quantitative or qualitative. For instance, if the research falls under quantitative paradigm then the reliance might be laid on experimental design in laboratory

where variables are usually controlled variables. The variables are not controlled when researchers employ survey method or content analysis to measure opinion of the respondents. Accordingly, the findings of the study can be generalized. However, the results cannot be generalized when the research study falls under the qualitative paradigm where researchers would have studied a specific aspect of a limited population.

The study underhand, however, falls under quantitative paradigms, accordingly, the researchers have adopted quantitative approach while employing the survey method. The researchers have prepared the structured questionnaire with close ended questions, which were distributed amongst 2000 respondents of Karachi. This study involves females including students, house wives and female teachers residing in Karachi City.

Research Methods

Survey is a technique used to gather information and opinion of the respondents about political, economic and social issues, values, customs, rituals, etc. Survey studies are usually conducted by governments, political parties, corporations, firms, business schools, social activists, religious groups, advertising agencies and other factions of the society. Different researchers utilize different types of surveys ranging from face-to-face, telephonic, emailing or mailing surveys.

Universe of the Study

The Universe of the study comprised of the housewives of Karachi City and female students and teachers of Karachi University, students of CBM, teachers of DHA Model High School Karachi, Residents of Malir Cantonment, Gulshan-E-Iqbal, Nazimabad, Defence Hosing Society and Korangi Crossing. The reason for selecting this Universe was that being a resident of Karachi and teacher at DHA Model High School the collection of data was relatively easier. All the advertisements being advertised by TV channels are the universe of my study.

Population

The population of this research comprised of 2000 females having age from 15 years and above. This research is targeting products that are mostly used by the females and are subject to commercial drives of the producers of these products.

Units of Analysis

a) Food Articles
b) Washing Powders
c) Beauty products

Food items

The researchers have chosen Cooking oils and Tea items which are food articles, and various related companies air advertisements to attract consumers to their brands. Keeping in view the importance of the aforementioned food items, the researchers have opted the mentioned items for the study underhand.

a) Rafan (Cooking) Oil
b) Dalda (Cooking) Oil
c) Lipton Yellow Label
d) Tapal Tea

Washing Powders (Detergents)

Soap operas programs once considered part and parcel of the life of any household wife in western societies, have now changed their shapes. Now, most of the advertisements screened on televisions are related to soap and washing powders. The researchers have chosen advertisements which are screened most of the time on television screens. Some of the them are given as:

a) Lemon Max Dish Wash Bar
b) Ariel Washing Powder
c) Bonus Washing Powder

Beauty Products

Accordingly, there are some common beauty products which are integral part of commercial business of the televisions. Most of the companies producing beauty products have contracts with leading television channels for airing their advertisements during prime time. The researchers have chosen specific products which are repeated regularly on television screens for the study underhand, which include:

a) Brido Whitening Cream
b) Sun Silk Shampoo
c) Fair & Lovely
d) Head & Shoulder Shampoo

Sampling Method

According to the set pattern of research studies, unit of the population is drawn from the universe when the universe is big. Therefore, a sample is drawn from a bigger sampling frame. For the current study, the researchers conducted a survey comprising of 2000 consumers-cum-respondents (1000 from control and 1000 from intervening group) including female professionals, students, media men, housewives and general public through random sampling.

Lottery Method was chosen for this sort of sampling for sampling frame which covered 06 departments of the University of Karachi including Media Studies Department, Department of Statistics, Islamic Studies Department, Department of English, Department of Sociology and Social Work Department. Three other departments were also selected randomly including Sociology Department, Computer Studies Department and Department of English.

In addition to this, the researcher also selected CBM College and DA Model High School Phase IV from sampling frame of four educational academies of Karachi to get more diversified and reliable data. The control group employed in the survey comprised of 1000 female residents of *Malir* Cantonment, *Gulshan*-E-*Iqbal*, *Nazimabad*, Defence Housing Society and *Korangi* Crossing. The control group was considered as essential for the research as female consumers who consume the products mostly have been selected as a unit of analysis. A structured questionnaire entailing close ended questions was distributed among the female respondents of the chosen sampling frame through face-to-face personal survey technique and results were generalized through SPSS.

Data Analysis

Data collected through a survey was analyzed with the lens of SPSS.

Table - 1

Do you trust a product that is constantly advertised on television?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	158	16.3	16.3	16.3
No	328	33.8	33.8	50.1
To some extent	484	49.9	49.9	100.0
Total	**970**	**100.0**	**100.0**	

Table No. 1 showed that majority of the population i.e., 50 per cent negated the statement that they constantly watch advertisements on televisions. However, 16.3 per cent population was agreed with the idea. Accordingly, a large number of population also unwillingly uttered that they also watched such commercials to some extent.

Table – 2

Do you believe the celebrities also use the products they advertise?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	104	10.7	10.7	10.7
No	711	73.3	73.3	84.0
Don't Know	155	16.0	16.0	100.0
Total	**970**	**100.0**	**100.0**	

Table No. 2 showed an interesting value pertaining to the given statement. Majority of the population gave otherwise opinion and maintained that the celebrities who work as advertising agents in advertisements of various product never use those products themselves. Only 10.7 per cent respondents admitted that celebrities use those products.

Table – 3
Were you forced anytime in life to by specific product having threats of damage on its non-usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	315	32.5	32.5	32.5
	No	579	59.7	59.7	92.2
	Don't Know	76	7.8	7.8	100.0
	Total	**970**	**100.0**	**100.0**	

Table No. 3 revealed that around 57.7 per cent respondents negated that they got scared from the consequence of non-usage of the products advertised through media. However, only 32.5 per cent respondents agreed with the idea. Around 7.8 percent showed ignorance with such items.

Table – 4
Are you aware about your consumer rights related to advertisement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	9.2	9.2	9.2
	No	374	38.6	38.6	47.7
	To some extent	308	31.8	31.8	79.5
	Don't Know	199	20.5	20.5	100.0
	Total	**970**	**100.0**	**100.0**	

Table No. 4 revealed an interesting argument about awareness of consumer rights. Some 38.6 percent respondents categorically maintained that they were not aware about their consumer rights related to advertisements. Only 9.2 percent population admitted that they were aware about the situation while 31.8 opinionated that they were somehow aware with the consumer rights but 20.5 percent population have shown ignorance about the phenomenon.

Table – 5
Does the Government fulfills its responsibility regarding consumer rights and bans unethical content being used in advertisements?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	8.1	8.1	8.1
	No	533	54.9	54.9	63.1
	To some extent	161	16.6	16.6	79.7
	Don't Know	197	20.3	20.3	100.0
	Total	**970**	**100.0**	**100.0**	

Table No. 5 showed that a majority of the respondents i.e., 54.9 percent maintained that they were not aware with the efforts of the Government in disallowing the advertisements which contained contents against the law. Around 8.1 percent stated they were aware of such laws while 16.6 percent maintained that they somehow know about such laws. According to the table, majority of the population was unaware about government laws for protection of consumer rights.

Table – 6
Do you think women are more careful regarding pattern than men? Cross Tabulation

			Do you think women are more careful regarding pattern than men?			Total
			Yes	No	Don't Know	
Marital status	Married	Count	455	71	229	755
		% of Total	46.9%	7.3%	23.6%	77.8%
	Single	Count	177	10	28	215
		% of Total	18.2%	1.0%	2.9%	22.2%
Total		Count	632	81	257	970
		% of Total	65.2%	8.4%	26.5%	100.0%

The Table No. 6 showed that 46.9 percent married population admitted that women were more careful about patterns as compared to men and the only 18.2 percent bachelor respondents agreed with the statement. It can be affirmed that married couples were more vulnerable to the advertisements of media as compared to single persons.

Table – 7
Do you think advertisement screened on the electronic media influence purchasing behavior?

			Do you think advertisement screened on electronic media influence purchasing behavior?			Total
			Yes	No	To some extent	
Marital status	Married	Count	327	89	339	755
		% of Total	33.7%	9.2%	34.9%	77.8%
	Single	Count	56	50	109	215
		% of Total	5.8%	5.2%	11.2%	22.2%
Total		Count	383	139	448	970
		% of Total	39.5%	14.3%	46.2%	100.0%

The Table No. 7 revealed that 33.7 percent married respondents believed that advertisements propagated through the media highly influenced their purchasing behavior. Interestingly, only 5.8 percent unmarried respondents believed the same. Accordingly, it can be argued that married people were affected to a great extent from the advertisements

of electronic media or in other words, housewives have a great tendency to watch television programs consequently they were influenced by the products aired on media.

Table – 8
Are women more impressionable than men when it comes to basing their buying decisions on advertisements? Cross tabulation

			Are women more impressionable than men when it comes to basing their buying decisions on advertisements?			Total
			Yes	No	To some extent	
Marital status	Married	Count	278	46	431	755
		% of Total	28.7%	4.7%	44.4%	77.8%
	Single	Count	42	59	114	215
		% of Total	4.3%	6.1%	11.8%	22.2%
Total		Count	320	105	545	970
		% of Total	33.0%	10.8%	56.2%	100.0%

According to the Table No.8, some 28.7 percent married respondents believed that women were more impressionable as compared to men pertaining to making decisions for buying the products after watching on televisions. Only 4.3 percent single agreed with the statement. However, 44.4 percent respondents believed that they were somehow in favour of the statement. The table showed that women have a greater tendency for taking decision for buying the products after being impressed by the advertisements.

Table – 9
Should government introduce any regulating framework for monitoring of advertisement?

			Should government introduce any regulating framework for monitoring of advertisement?			Total
			Yes	No	Don't Know	
Marital status	Married	Count	515	32	208	755
		% of Total	53.1%	3.3%	21.4%	77.8%
	Single	Count	108	17	90	215
		% of Total	11.1%	1.8%	9.3%	22.2%
Total		Count	623	49	298	970
		% of Total	64.2%	5.1%	30.7%	100.0%

The Table No.9 showed that a majority of the married population i.e., 53.1 percent maintained that there should be monitoring mechanism for advertisements on electronic media so that violation of consumers' rights should be prevented. Around 11.1 percent bachelor respondents agreed with the statement. However, there was only 3.3 percent married population which disagreed with the statement that there should be no

monitoring mechanism. Twenty-one percent of the married population have shown ignorance about such mechanism.

Findings

The following findings were established from the research underhand.

1. Around 50 per cent population refuted the statement of constantly watching advertisements on televisions.
2. Majority of the population maintained that the celebrities who work as advertising agents in advertisements of various product never use those products themselves.
3. Around 57.7 per cent respondents of the study negated that they got scared from the consequences of non-usage of the products advertised through media.
4. Some 38.6 percent respondents revealed that they were not aware about consumer rights related to advertisements. 9.2 percent respondents admitted that they were aware of the situation but 20.5 percent population shown ignorance about the phenomenon.
5. About 54.9 percent respondents maintained that they were not aware of the efforts of the government in disallowing the advertisements which contained contents against the law. Around 8.1 percent stated that they were aware of such laws while 16.6 percent maintained that they somehow know about such laws.
6. About 46.9 percent married population admitted that women were more careful about such patterns as compared to men. It can be affirmed that married couples were more exposed to advertisements as compared to the single person.
7. About 33.7 percent married respondents further believed that advertisements propagated through media highly influenced their purchasing behavior.
8. About 28.7 percent married respondents believed that women were more impressionable as compared to men pertaining to making decision for buying the products after watching on televisions.
9. Majority of the married population (53.1 percent) maintained that there should be a monitoring mechanism for advertisements on the electronic media so that violation of consumers' rights should be prevented. Around 11.1 percent bachelor respondents agreed with the statement. However, there was only 3.3 percent married population who disagreed with the statement that there should be no monitoring mechanism. Twenty-one percent of the married population have shown ignorance about such mechanism.

Observations and Recommendations

After detailed deliberations, the researchers reached to the following observations and recommendations: -

1. It has been observed that the mass media especially electronic media has greater influence on consumers' behavior pertaining to purchase
2. Women are heavily affected from the content aired on television specifically consumers are hunted by the advertising companies through advertising their content constantly on electronic and social media
3. Married people are affected to great extent from the advertisements of electronic and social media
4. Women have a greater tendency for taking decision for buying the products after being impressed by the advertisements.
5. However, it has also been observed that electronic and social media both are operating without any firm legislation for providing protection cover to consumer rights
6. It is also recommended that awareness programs for consumers should also be aired on electronic media by the state
7. Consumers should be encouraged to approach the Court and to claim damages for defamation and injury.
8. The advertising companies should provide details of the product clearly on a visible place of the packet of the products and media should educate the consumer
9. It is further recommended that consumer should also be aware of the existing laws and seller should prepare and distribute pamphlets for awareness of consumers
10. Consumers should also be guaranteed protection by the state for his life and property once the consumers approach the relevant courts and forums. Justice delayed is justice denied.

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