

Consumer buying behavior influence by the covert advertising and their sources

Areeba Khokhar

ABSTRACT

The modern advertising technique includes online advertising, covert advertising, indirect advertising, social service advertising, celebrity advertising and digital out of home advertising and so on. The advertising becomes more competitive and complex. The purpose of the research is to investigate the impact of covert advertising on consumer buying behavior in a context of Pakistan. Quantitative method was used and data was collected through surveys, questionnaires, and internet. As sample size is 100 both male and female. Result shows that the instrument is reliable to measure the construct.

Keywords: *consumer behavior, brand recall, brand awareness, brand recognition, covert advertising*

INTRODUCTION

Advertising is the imperative tool of the marketing which means the consumer to purchase the goods and services even companies use various techniques to attract the consumer to purchase the particular brand and product. Celebrity endorsement is sometimes ensured to attract the customer. Covert advertising is succeeding when brand took the position in consumer mind and the customer recall that brand easily. The consumer looks the product with the various prospects like: the consumer first thinks is this product have good quality? Is this product fulfilling the need? Is this product being produced in a good environment? If the company wants to build consumer trust so they should maintain the consumer loyalty and give them a good quality of product by which they always feel satisfied after having that product.

Consumer is the stamina of every business and it plays a vital role in sustainability of organizations.

Marketers and researchers study consumer behavior in order to identify current demand, promote and future trends of market. Every business activity starts and ends with consumers. Consumption of products and services is the

core activity of consumer buying behavior and during the utilization process. Consumer has to make some decisions there can be many factors which can influence the consumer buying behavior. The environment is responsible for an important change in consumer buying behavior. Consumers change their responses according to their role or products' role.

Covert advertising is now seen everywhere. Which means the media advertiser promotes covert advertising through movies, TV, video games and so on. Consumer is now become aware of product through some factors of advertising which is beneficial for the branded company. Different mediums of advertisements are available in the market to convey message. Covert Marketing is also used as a popular tool for marketing and advertising. Covert marketing is the practice of Brand introduction in the sight of entertainment media i.e. movies, TV programs, news, radio programs, games, songs and stage plays with the point of view of marketing.

It could be said that Covert Marketing is a method of advertising in which celebrity endorsed the company's brands indirectly so that consumer absorbs the message in a very kindly. Covert

marketing has a good source of awareness, freedom of choice, clearly and show real world of consumption in the movies which lead the consumers to purchase that product. Different brand owners are using covert marketing for brand awareness, recognition and recall which influence consumer buying behavior affectively.

PROBLEM STATEMENT

The marketing is not very much effective technique in order to influence customer buying. It endorses the need to investigate the impact of modern techniques of advertising in more detail to find out the solution.

RESEARCH OBJECTIVE

The objective of this research is to find how much covert advertising make a place in marketing and how much time it took to be a part of marketing factors. The aim of this research is to investigate the impact of covert advertising in different product of consumer buying behavior. This research is based on some variables such as:

This study is impact of covets advertising on brand recognition consumer buying behavior.

This study is impact of covert advertising on brand recalls consumer buying behavior.

This study is impact of covert advertising on brand awareness consumer buying behavior.

RESEARCH QUESTION

Is the covert advertising influence on brand recognition and consumer buying behavior?

How the covert advertising impact on brand recalls and consumer buying behavior?

Did the covert advertising is a major factor which impact on brand awareness and consumer buying behavior?

RESEARCH SCOPE

Pakistan is now grooming their film industry and getting aware of the covert advertising in which they are more clearly shows the brand the study is not only take view of one country but also the other different countries where covert advertising is cheaply used the international market is first start showing the covert advertising in their movies and games at that time people don't know about this and now a days Pakistan is comparing the competitors equally and give awareness of their audience.

RESEARCH LIMITATION

Research is conducted around Pakistan to both male and female genders. The main focus is to be on teen agers to know how much they are aware of the covert advertising which them usually seen between the entertainments.

RESEARCH SIGNIFICANT

The importance of topic is to know how much people aware of the covert advertising now a day's Pakistan is coming equal to other countries in marketing strategy and giving best competition to them because they are now grooming their film industry to get again that position which they had in previous time. And to fulfill their goal the covert advertising is the best strategy by which they are giving awareness of the brand to their audience and helping the brands to get a position in a market so that peoples also recognized the brands easily at the time of purchasing.

DEVELOPMENT OF HYPOTHESIS

Ho: There is no positive relation between covert marketing Brand awareness and consumer buying behavior.

H1: There is a positive relation between covert marketing Brand awareness and consumer buying behavior

Ho: There is no positive relation between covert marketing, Brand recall and Consumer buying behavior.

H1: There is a positive relation between covert marketing Brand Recall and consumer buying behavior

Ho: There is no positive relation between covert marketing, Brand recognition and Consumer buying behavior.

H1: There is a positive relation between covert marketing Brand Recall and consumer buying behavior

LITERATURE REVIEW

Indian cinema is now grooming day by day by using the product placement strategy in their films, even they start placing a product in a storyline that is why now a day's covert advertising is becoming so prominent and mean full to promote the brands and giving a new life to brands. The brand producers are trying to connect consumer emotionally by showing their brand In films, video game and such that thins these channels of advertising make a brand to the next position of popularity which is very beneficial and superior for every brand. (P.Singh 2013)

The covert advertising is a vital role to increase sales and awareness of brand in consumer minds. Covert advertising is usually seen in movies, video games, and websites to give awareness of the particular brand and now days it is a very successful advertising in term of awareness. Because consumer fixed in their mind when they watch any celebrity using any particular brand and consumer wish to avail that in their life that is how brands make their position in the consumer mind by endorsing them self through celebrities. (M.M 2013)

The covert advertising is developing a new level form of advertising which every brand,

preferring to get use, which means the brand becomingup a part of movies, TV serials, video game and such this type of channels and making them self popular in consumer communication Advertiser must focus on their overall goals that it can clearly show in the ads that what are they trying to give. Covert advertising is a part of a movies which means the film cannot take a place without using any brand because consumer love to watch their favorite celebs using any brand and get news idea this research clearly define about the new term of advertising which is covert advertising and a famous and popular advertising strategy. (O. Nelson & A.Gloria 2011)

A new term of marketing strategy in mind of reader and follower that marketing is now have a vast development consumer are now have knowledge of marketing it is happening around every person and now everyone familiarize . Guerrilla marketing is very narrow but after few time it become a position in marketing strategy it is a covert marketing which seen in television , films , video games This marketing make a link between a brand and consumers which is very good strategy.(M.Sserazio 2010)

The covert advertising is a way to get success the brand and feed about brand in a consumers mind this is now a very popular marketing which usually seen in games, films, drama and so on. This is a new level of marketing where brands sale increase so widely and endorsement is a good communicator who communicate about brand to their customer with this channel of advertising.(H.J.Rotfled 2008)

Many of the marketer research investigate that it's negatively effect on consumer the launch of permanent brand. So that consumer will focus on the brands and find out the mistake easily and if they seen something in the advertising so the correctness perceived at that moment. This will become a negative effect for the brand. Additional data indicates an order below which

opening can actually have a positive effect on consumer evaluations. (M. Fisher & K.J 2008)

GUERRILLA marketing which is same as covert marketing GUERRILLA marketing is something which shows uniqueness in marketing approach which means this is also a new way of communicating customer easily. customer are getting bored by seeing newspaper ads and magazine they also want some uniqueness in their surrounding so marketing is an unconventional way of so communication through the internet. And marketing is to increase sales and make a brand popular in market. (Dr. Ali, R.K Goriparthi 2012)

The customer are very much attached with the celebrity so that if they see if any celebrity is promoting any brand the customers also start use that brand and this is brand endorsement where celebrity endorse a brand in advertising but sometimes its get negative impact on celebrity because the celebrity accept the offer to endorse any product while they are any type of product and customer don't believe on that because they already have knowledge about that particular product. (D. Chhajer, K. Naidu, N.V. Shah 2015)

film are get sponsored by the companies who want their brand used in the movies because movie is the big source of brand awareness to the customer by watching the films. every part every scene of a movie they are doing advertising of a brand by endorsing through the celebrity whose working in it. (J. Shalam, Prof. J 2012)

Most of the article presents a typology of covered marketing practices, illustrating whether they may be misleading to consumers. This articles define the laws where marketers have to be in it and make an advertising the research indicates that covert advertising is good to increase sale but not to make fool to the customers and it should be according the laws and regulation.

R.D. Petty (2014)

Marketing is incomplete without advertising each advertising method a vital role while covert advertising is also play an important role in marketing strategy. No brand can be a brand without having a position in consumers mind. covert advertising is very less used in Pakistan that is why research also less being on covert advertising. Covert advertising is also very important that producer can make any product international by doing advertising through televisions, movies, video game and etc. (R. I. SABIR 2014)

Advertising has become a part of modern information society which allows the companies to increase the sale we as a customer consider advertising should be covert advertising which shows in the media. Advertiser have a variety of tools and technique to gather large market of customer. Covert advertising is not limited it is a huge advertising tool which we see in television, movies, video games, magazines, newspaper and in his research, researcher arise a question that did customer aware of covert advertising or they can differentiate between covert advertising and written text for having answered we should do research and get feedback of customers. Advertisers have at their removal a lot of features, tools, techniques and ways to try to attract possible customers. Due to the increasing struggle in the market often choose new, legally and ethically prohibited methods of advertising which is to attract attention and increase sales, one of these ways is covert advertising. (R. Mohan 2011)

The theory of Covert marketing has examined the impact of family group dealings on children's understanding of television advertising. The observations, position in naturalistic family viewing settings, suggest that a child's level of understanding is a product of family group interaction concerning consumer-related skills and other social experiences that the child

carries to viewing situations. It examined that children get more focus on advertising and they watch more television so that they get easily remember the brands and advertising at the time of purchasing. The strategy to focus children develops the awareness among society about the brand and increases the sales which are good for the brand. (L.N.REID 2015)

METHODOLOGY

The study was descriptive in nature and carried out all around the country to find out the awareness and use of covert advertising in Pakistan nature. The type of testing is casual as this research is directly related to covert advertising that how covert advertising is impact on consumer buying behavior, this unit of analysis taken individually. Research has conducted by surveys to organizations universities and local areas and questioner fill by both the gender male and female belonging to different classes.

The main purpose of this study was to measure the impact of covert marketing on consumer purchaser behavior in Pakistan context. For that purpose the most suitable approach was quantitative to test the existing theory about product placement in Pakistan by collecting data from large number of people.

The method is used to analyze the relationship between covert advertising and consumer buying behavior from different areas of Pakistan. The study was to compare the advertising marketing in order to investigate the covert advertising. Covert advertising is the major source of marketing increase in the sales of Brand in Pakistan. Now a day's Pakistan has

become a best competitor for other countries because covert advertising is mostly seen in Pakistan movies and clearly they show the brand target the customers.

Sample size

Sample size of the study is 100, as the target population is so huge that is impossible to collect information without source of internet through which collection of data become easy for me to make the surveys possible in less time.

Variables

Three numerical variables were analyzed in this research:

- Brand awareness
- Brand recognition
- Brand recall

In hypothesis testing multiple regression technique is applied and then finally concluded the equation method to set of data with exploratory variables. The data collected were quantitative and descriptive. The statistical techniques were used to summarize the information.

Data collection

Data was collected by Primary source. The primary data was collected through self administration, Questioner. Survey based research, the method actually provides a systematic, neutral, theory-based, quantitative, self monitoring current and applicable approach for data collection.

RESULTS & DISCUSSION

SPSS data is used for data analyses and interpretation of results.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
conbehaviour	100	1.38	2.46	1.9377	.22345
Brand awareness	100	1.00	2.50	1.6875	.39787
Brand recognize	100	3.00	7.00	4.1100	.98365
Brand recall	100	1.33	4.33	2.9233	.75635
Valid N (listwise)	100				

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.417	.083		5.022	.000
	Brand awareness	.335	.024	.597	13.809	.000
	Brand recognize	.069	.010	.306	6.683	.000
	Brand recall	.229	.013	.775	17.023	.000

a. Dependent Variable: conbehaviour

The above table gives the regression constant and coefficient and their significance. These regression coefficient and constant can be used to construct an ordinary least squares (OLS) equation and also to test the hypothesis of the independent variable. Using the regression coefficient and the constant term given under the column labeled B; one can construct the OLS equation for predicting the Brand awareness, Brand recall, Brand recognize i.e.

Now we test the hypothesis, we see that the p-value for regression coefficient of brand awareness, brand recognize, brand recall is given by 0.000, which is less than 0.05, so we can reject null hypothesis and conclude that regression coefficient is not zero.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Brand recall, brand awareness, brand recognize		Enter

a. All requested variables entered.

b. Dependent Variable: conbehaviour

The above table tells us about the independent variable and the regression method used. Here we see that the independent variable i.e. Brand recall, Brand awareness, Brand recognize is entered for the analysis as we selected the Enter method.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907a	.823	.818	.09535

a. Predictors: (Constant), brand recall, brand awareness, brand recognize

This table gives us the R-value, which represents

the correlation between the observed values and predicted values of the dependent variable. R-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.823 that means the independent variable in the model can predict 82.3% of the variance in dependent variable. Adjusted R-Square gives the more accurate information about the model fitness if one can further adjust the model by his own.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.070	3	1.357	149.216	.000a
	Residual	.873	96	.009		
	Total	4.943	99			

a. Predictors: (Constant), brand recall, brand awareness, brand recognize

b. Dependent Variable: conbehaviour

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled Regression gives the variability in the model due to known reasons. The second row labeled Residual gives the variability due to random error or unknown reasons. F-value in this case is 149.216 and the p-value is given by 0.000 which is less than 0.05, so we reject null hypothesis and conclude that there is a positive impact of brand awareness in consumer buying behavior through covert marketing. There's a positive effect of brand recall on consumer buying behavior through covert advertising, there is a positive impact of brand recognize on consumer buying behavior through covert advertising.

CONCLUSION

Covert marketing has now become a major source of marketing and making the vital position in advertising factors. Because company prefers covert advertising to encourage their brand to

give new life to their brand or build a position in customer's mind regarding their brand. The main purpose of this study is to explore the impact of brand awareness, brand recognition, brand recall through covert marketing in entertainment media and its impact on consumer buying behavior. According to findings, it was found that there is a positive relation between covert marketing, brand awareness, brand recall brand recognition and consumer buying behavior. Regression analysis shows that covert marketing, brand awareness is responsible for positive and significant change in consumer buying behavior the result show positive impact that consumer mainly influence through all the factors. There are very few research are done on covert marketing because people are getting less knowledge about covert marketing so that researchers also did not focus on this factor, but now a day it is the major and famous factor which marketers are using.

Covert advertising is an innovative technique to promote brand in a market it communicate

indirectly to capture the customer attention without tossing and interrupting them during the entertainment. Therefore, its become more and more favorite technique for advertisers and marketers in all around the world. It provides cool and sophisticated source of information about products and services practical implementation of the product result culture and social values marketer, advertisers and producer use this technique to get the desired result.

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