

## Effect of Pakistani Television dramas on consumer behavior of Pakistani females

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### ABSTRACT

The objective of this research was to explore the effect of Pakistani Television dramas on consumer behavior of Pakistani females and to derive a model for this effect. In order to accomplish this objective survey was conducted using convenience sampling, with a sample size of 250 females. Data was collected through questionnaire consisting of fifteen questions on a likert scale. Results show that Pakistani Television dramas affect consumer behavior of females in Pakistan. There are four factors behind this effect i.e. product liking, influence of dramas on society, viewers trust and trendsetting.

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### Introduction

Consumer behavior has been an area of great concern for both marketers and manufacturers of goods and services. Through better understanding of consumers, effective marketing strategies can be developed. (Peter & C.Olson, 2008). Successful marketing decisions by commercial firms, non-profit organizations, and regulatory agencies require extensive information about consumer behavior. (Hawkins, Mothersbaugh, & Best, 2007)

Various factors influencing consumer buying behavior have been studied and different models have been proposed. Studies indicate that culture has a strong impact on consumer behavior (Luna & Gupta, 2001). Television has a strong impact on culture. According to Horace, Hirsh and Newcomb (1994) Television is a cultural forum, where audiences are exposed to wide range of social issues and topics. (Newcomb, Horace, & Hirsh, 1994)

Television exerts a strong influence on everyday life of people. (Holbert, Kwak, & Shah, 2003). Television incorporates consumerism in viewers. Television dramas and popular culture have affected consumer buying behavior (Hanaki, Singhal, Han, Kim, & Chitnis, 2007). The effect has been researched in consumers of all age group- young to old. It is not surprising that time spent watching television is positively correlated with children's requests for toys. Parents report that television viewing is the most common source of children's purchase request. (Robinson, Saphir, Kraemer, Varady, & Haydel, 2001)

Television history of Pakistan dates back to 1964 when First Television station began in country. Private channels transmitting news, dramas, soap operas and talk shows rapidly grew in 2003. Today a number of entertainment channels featuring local dramas are aired in Pakistan. (Between radicalisation and democratisation in an unfolding conflict: Media in Pakistan, 2009)

### Literature review

Different studies have been conducted to evaluate the viewer's interpretation of Television dramas and soap operas. Studies have been conducted on American and international audiences. (Modleski, 1982) (Perse & Rubin, 1988)

Cultivation theory explains the way in which mass media affect the individual's construction of social reality. (Lee, 1989) The basic supposition of cultivation theory is that the more time people view television, the more likely they are to believe social reality portrayed on television. According to Hawkins and Pingree (1980), Television viewing cultivates an aspect of social reality. (Hawkins & Pingree, 1980) In this sense, cultivation theorists may argue that television viewing may elicit certain audience behaviors, such as purchasing goods on the basis of cues provided in the media text (Meyer, 1989)

In the context of consumer behavior Lee (1989) empirically applied cultivation theory to the study of consumer acculturation processes with three different cultural groups – Taiwanese, Taiwanese residents in the US and Americans. From this study, Lee found that cultivation theory was commonly applicable to all three. (Lee, 1989) Anderson and Meyer (1988) also explain how mediated communication can influence the ongoing daily social routines of individuals, including their daily buying behavior.

Hanaki, Kim, Singhal, Han & Chitnis (2007) studied the effect of a Korean Television drama 'Winter Sonata' on audience engagement and buying behavior of consumers in Japan. The study concluded that not only Winter Sonata had effect on buying behavior of Japanese consumers, but it also promoted international trade between Korea and Japan. (Hanaki, Singhal, Han, Kim, & Chitnis, 2007)

Tsukahara reported about the effect of the Winter Sonata in Japan. He argued that the huge popularity of Winter Sonata was directly reflected in the Japanese consumer market. Japanese manufacturers produced the same style of clothes and accessories that the characters in Winter Sonata wore, and consumer demand for the merchandise often outstripped supply. Local bookstores displayed books and magazines featuring South Korean movies, music, clothes and hairstyles. Video rental shops in Tokyo, Osaka, Nagoya and other major cities dedicated large expanses of their shelves to South Korean dramas, movies and music videos. (Tsukahara, 2004)

### Research objectives

The primary objective of this research is to examine the

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effect of Pakistani Television dramas on consumer behavior of Pakistani females. It aims at developing a model for this effect.

**Research methodology**

The research is qualitative in its nature. *Survey approach* has been employed for conducting this research. Primary data was used for survey. Personal in-home, university campuses and mall survey was conducted. Data was collected through *questionnaire*. Questionnaire consisted of close ended questions on a likert scale.

**Sampling and data collection**

Survey was conducted using *“convenience sampling”* technique. Sample size consists of 250 females. We selected females because the effect of dramas is particularly greater on females in Pakistan. Housewives tend to watch a lot of Television dramas and often wear clothes and use accessories displayed by top TV actresses in dramas.

We selected three universities and two colleges for our research. Questionnaires were distributed randomly among female students and teachers. We obtained 210 complete responses. The response rate was 84%

Quantitative method of data analysis was used applying *descriptive statistics*. We used SPSS for analyzing data.

**Reliability and validity**

For verifying validity of questionnaire, we consulted research experts in the area of consumer behavior. A mock research was conducted to take opinions of experts about questionnaire, before developing its final version. Reliability of questionnaire was 85%.

**Results**

The sample was versatile consisting of single, married as well as divorced females belonging to families with a range of family income.

According to the results eighty six percent of respondents watch Pakistani Television dramas. The frequency of watching Pakistan television dramas is shown below:

How frequently you watch Pakistani TV dramas	
Frequency	Percentage
1-2 h/w	29
3-5 h/w	28
5-7 h/w	15
8-10 h/w	6
11-13 h/w	4
13+ h/w	5

70% of females in sample report that they like Pakistani Television dramas. 83% percent of sample believes that Pakistani Television dramas reflect the reality of society. This is in accordance to the “cultivation theory”. 81% of sample believes that Pakistani Television dramas have an effect on society.

Only 7% of females in our sample responded that they don’t like the products shown in Pakistani Television dramas. 85% of sample claims to give attention to products used in Pakistani Television dramas. 38% of sample females report that they want to purchase the products they see in Pakistani Television dramas and 37% feels motivated to buy these products. 53% of females report that they remember the products demonstrated in Pakistani Television dramas. 52% of sample females indicate that they discuss the products presented in Pakistani Television dramas with their friends and family, while 72% said that their friends and family discuss these products with them.

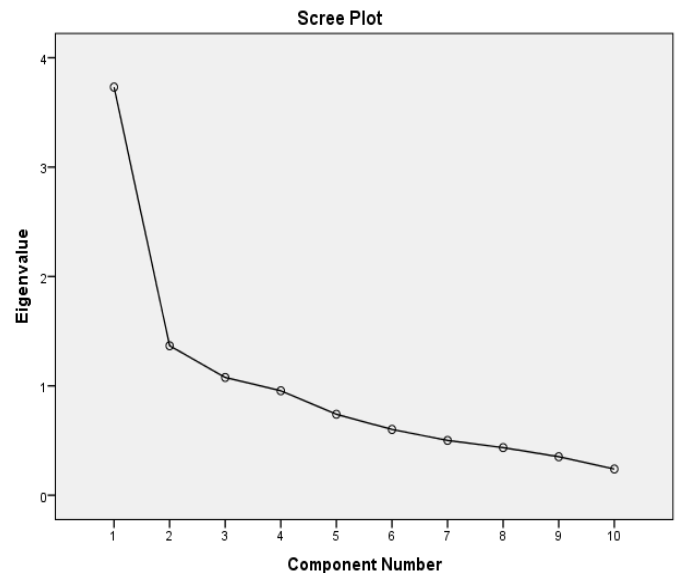
As far as actual purchase is concerned, 34% of females in sample actually purchase the products they see in Pakistani

Television dramas. Out of those who purchase, 60% report that they purchase products with confidence at the time of purchase, while 59% feel satisfied after purchase.

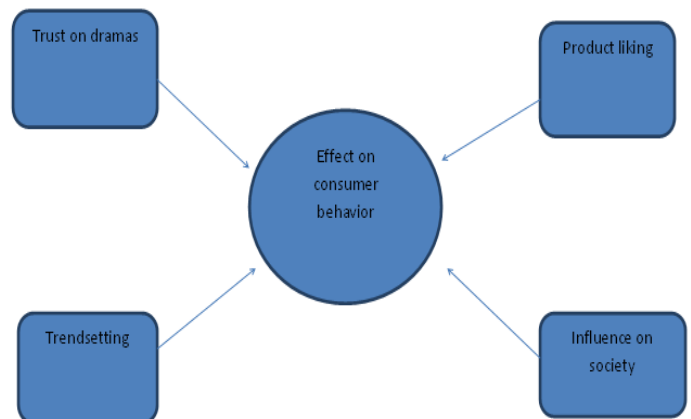
**Model**

In order to derive a model for effect of Pakistani Television dramas on consumer behavior of Pakistani females, data was tested for suitability to factor analysis. KMO value is 0.79 which shows that data is suitable for factor analysis.

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.79
Bartlett's Test of Sphericity	Approx. Chi-Square		418.13
	Df		78.00
	Sig.		0.00



Using factor analysis, we have prepared a model which shows the reasons for which consumer behavior of Pakistani female is affected by Pakistani Television dramas. The model is shown below:



This model shows that the effect of Pakistani Television dramas on consumer behavior of Pakistani females is due to four reasons:

**1). Trust on dramas:** Pakistani women believe that Pakistani Television dramas show the reality of society. They trust Pakistani dramas. As indicated by research ninety eight percent of Pakistani females believe that Pakistani television dramas reflect social reality.

## Appendix:

Rotated Component Matrixa					
	Component				max
	1	2	3	4	
Q3	0.16	0.01	0.78	0.14	0.78
Q4	0.23	0.01	0.83	-0.10	0.83
Q5	-0.09	0.60	0.46	0.24	0.60
Q6	0.52	0.17	0.15	0.45	0.52
Q7	0.58	0.45	0.16	0.26	0.58
Q8	0.67	0.42	0.13	0.17	0.67
Q9	0.79	0.30	0.23	0.07	0.79
Q10	0.78	0.04	0.19	0.07	0.78
Q11	0.77	0.17	0.00	-0.11	0.77
Q12	0.05	0.04	0.01	0.88	0.88
Q13	0.28	0.72	0.02	0.17	0.72
Q14	0.40	0.69	0.06	-0.18	0.69
Q15	0.18	0.72	-0.11	0.00	0.72
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

**2). Trend setting:** Pakistani females believe that Pakistani television dramas set fashions and trends in society. So these females follow the trend set by dramas and their consumer behavior is affected.

**3). Influence on society:** Pakistani females believe that dramas have influence on society. As a part of society themselves, they are influenced too.

**4). Product liking:** Pakistani females like the product displayed in dramas. They are attracted towards these products and they feel motivated to buy these products.

Reliability of factors is shown below:

Construct	Value of Alpha
Product liking	0.844
Influence on society	0.694
Trust	0.553

### Discussion

A large number of females in sample indicate that they like the products used in Pakistani Television dramas. Product liking leads towards buying the product. (Mendelson & Bolls, 2002) Liking and disliking a product influences consumer buying decision. (Kotler, Keller, Koshy, & Jha, 2009). More than eighty percent of sample pays attention to the products shown in Pakistani Television dramas. Selective attention is a perpetual process that influences consumer behavior. (Kotler, Keller, Koshy, & Jha, 2009)

Thirty seven percent of females in sample feel motivated to buy the products shown in Pakistani Television dramas. It is an established fact that motivation plays a major role in consumer behavior. Kotler, Keller, Koshy and Jha (2009) argue that motivation as a psychological process fundamentally influences consumer responses. (Kotler, Keller, Koshy, & Jha, 2009)

Fifty three percent sample females remember the products demonstrated in Pakistani Television dramas. This indicates *selective retention*, which leads to remembering good points about a product one likes. (Kotler, Keller, Koshy, & Jha, 2009). Selective retention affects consumer buying behavior and contributes to purchase decision.

Results demonstrate that females discuss the products shown in Pakistani Television dramas with their friends and family. Family and peer are included in reference groups. (Childers & Rao, 1992) Group influence plays a major role on product and brand purchase decisions. (Beardon & Etzel, 1982). Consumers engage in verbal interactions to determine the

evaluation of reference group members in regard to purchase decision. (E & Gerard, 1976)

### Conclusion

The research suggests that Pakistani Television dramas affect consumer behavior of Pakistani females. This is deduced from the responses of questionnaire items. In order to derive a model, factor analysis of data was conducted. There are four factors behind the effect of Pakistani television dramas on consumer behavior of Pakistani females. These factors are product liking (of products shown in dramas), influence of drama on society, trust of viewers and trendsetting by dramas.

### Further research

Further research is needed to test the model. This research is generic in its nature. There is need to expand the research on consumer behavior regarding specific products like clothes, furniture etc.

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