

The Role of Advertising on the Buying Behavior Consumers Toward of Date Oil Seed With Using TPB

Shahnaz Naybezade, Ali Maghsoudi, Shiva Savbieh, Haniyeh Jafarian, Elham Adibiniya, Mohammad Zarei,

Department of Marketing -Business Management, Faculty of Management, Islamic Azad University, Yazd, Iran

*Corresponding author: snayebzadeh@iauyazd.ac.ir

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Abstract: The present study aims to investigate has been implemented of advertising on the buying behavior consumers for date seed oil using theory planned behavior (TPB). The present study is descriptive of the type of correlation. The study population consisted of all consumers in Kerman. The total samples were 384 people in this research that have participate 82 person in the male group and 302 person in the female group. A multistage cluster sampling method was used to implement the questionnaire. In this research, descriptive statistical methods such as tables, frequency percentages, mean and standard deviations, and normality and hypothesis testing were confirmed. As a result, all hypotheses were confirmed and indicate the positive and significant hypotheses of the advertising on the variables others that advertising is having significantly and positive effect on the attitude, perceived behavioral control and Subjective norm toward consumer buying behavior and at the end of, advertising have the role of a mediator test toward consumer buying behavior.

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1. INTRODUCTION

Today, any company has needs to advertise its product to inform the customers about the product, increase the sales, acquire market value, and gain reputation and name in the industry. Every business spends a lot of money for advertising their products but the money spent will lead to success. Only, when the best techniques of advertising are used for the product. So here are some very common and most used techniques used by the advertisers to get desired results.

Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2015). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in

creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

2. LITERATURE HISTORICAL

2.1 Date seed oil

Dates are the main, energy and health food, especially, these had deprived and populated areas, which leads to employment in the southern and frontier areas of the country and contributes to increasing the national security rate in these areas, the possibility of cultivating to increasing in the area. Due to the existence of suitable climate conditions and the potential of water and water, and most importantly the possibility of export and value, it plays an essential role in desertification and creating a pleasant and pleasant green space.

The Date seed is actually derived from the waste from palm and dill. In other words, this oil is usually taken from the date seed. Date seed oil is very useful and has medicinal properties.

Date seed oil comes from waste, especially palm kernel. This is due to the high amount of oil in the core. Dates of meat contain only about 2-5% of the oil. This value is much higher at the core of the date. Therefore, the raw material used in the preparation of palm kernel oil is its core. In order to get the date seeds, you can get them from companies and factories that are active in the processing of dates and roots.

The date seed would be used in the industry for this product, as the primary source for producing various products, such as dietary fiber (for the first time in the world), a variety of dietary breads enriched to the date seed flour, healthful date coffee and core. For the first time in Iran, the production of oil from palm seed was carried out

by researchers a Isfahan knowledge. Today, this oil will used to be basket of households Iranian.

3. LITERATURE REVIEW

3.1 Advertising

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. We might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996).

Dunn (1978) viewed that advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. Morden (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it.

Proctor et al. (2010) noted that the principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects that can indicate the most favored marketing mix that management should select. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trends in product development, and attributes of alternatives communication method. Consumer behaviors analysis views the consumer as another variable in the marketing sequence, a variable that cannot be-controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer (or group of Consumers).

3.1.1 Type of advertising

The method or techniques to collective in the form of a series, to mobilize forces and social and personal from influence in character, thoughts, ideas and feelings of them to reach a goal that it is possible political, military, cultural and and legal or illegal (Kazeno & Jan, 1991) classified to below:

a) *Product advertising*: To emphasis ads on product features of trade, and they are trying to convince the target market to choose between a product of other products. Finally, ads for assuring

people are designed to be a product that they would be seen or heard about it. The messages are used to create a good product.

b) *Institutional advertising*: Institutional advertising as focusing on a specific Mark, which had to advance the activities of character, or an organization or perspective. This demand to create for type of propaganda

c). *Support advertising*: One kind of the public services had provided by an organization to influence public opinion on the issue. Because, the results have in the end.

d) *.Poster advertising public service*: advertising is free to press for a non-profit organizations, which have to serve of aims to the community of ways, such as raising for the level of public knowledge or they have prevent is driving licenses.

Advertising is as battle to promote the advertising battle is more related to create an ad attractive and people's attention to it. The advertising battle had should be related to the organization's overall promotional purposes. This is meaning that the company should have a good idea to achieve what he wants to attract the market and space and time is my message.

3.2. Theories Planned Behavior

Theories of Reasoned Action and Planned Behavior Human attitudes and behavior have been attracting growing attention in the field of social psychology. In terms of predicting behaviors based on attitudes, TRA proposed by Fishbein and Ajzen (1975) suggested that behaviors could be predicted by measuring attitude; and, attitudes and subjective norms could affect behavioral intentions. Subsequently, TRA was developed into the TPB (Ajzen, 1991).

To combine the concepts of reasoned action in TRA with planned behavior in TPB, Ajzen (1991) contended that behavioral intention was affected not only by the two factors mentioned in TRA, namely AB and SN, but also by individual perception of the ease of performing certain behavior that is PBC (Figure 1). Moreover, TPB was identified as a socio-psychological theory supported by numerous empirical studies and applied in diverse fields (Lam, & Hsu, 2014).

3.3 Attitude

Attitude toward a specific behavior is a person's perception on a certain behavior, good or bad, positive or negative. It is influenced by behavioral beliefs and outcome evaluation. In this research, it was defined as the perception and evaluation on the experience of consumer buying behavior.

3.4. Subjective norm

Subjective norm is the social pressure perceived by a person while performing a certain behavior. It is influenced by normative beliefs and motivation to comply. In this research, it was defined as the influential level of important others' opinions for consumer buying behavior.

3.5 Perceived behavioral control

Perceived behavioral control is a person's perception on the difficulty or easiness of doing something or attending an activity. It could reflect a person's past behavior and be affected by control beliefs. In this research, it was defined as the relative factors influencing a person's intention of Consumer buying behavior.

Thus, hypothesis formed is as under:

1. An advertising is having a positive effect on Attitude toward consumer buying behavior.
2. An advertising is having a positive effect on the Perceived behavioral control toward consumer buying behavior.
3. An advertising is having a positive effect on the Subjective norm toward consumer buying behavior.
4. An advertising have moderating role toward consumer buying behavior.

3. METHODOLOGY

In this study, in order to test, the questionnaire putting Research hypotheses 384 among consumers buy date oil seed, whom had distribution and collected in the Kerman city. Therefore, the data's had analyzed for questionnaires method of solidarity with the use of software spss that has been calculated the cronbach coefficient to demonstrate the stability of this study were followed as :

Table 1: Cronbach's coefficient

Cronbach's coefficient	Question No.
0.829	20

In table (2), we had calculated to mean and standard deviation for five variable

Table 2: Tests of descriptive variables

Variable	mean	standard deviation
Advertising	3.30	1.15
Subjective norm	2.92	1.10
Perceived behavioral control	2.94	1.11
Attitude	2.99	1.03
consumer buying behavior	3.23	0.92

In table (3), Using to the test Kolmogorov-Smirnov had be shown below, it is noted that data is a condition of being normal. Therefore, to determine the amount of effective advertising, we use and investigate the impact advertising on the on the buying behavior consumers for date seed oil with T test .

Table 3: Tests of normality variables

	Variable (advertising toward consumer buying behavior)
Kolmogorov-Smirnov	1.028
Sig	0.798

**p>0.05*

4. FINDING

Test Results

For testing hypotheses had be used to correlation coefficient and regression analysis. The hypotheses have been tested as:

H1. An advertising is having a positive effect on Attitude toward consumer buying behavior.

For this hypothesis the value of (t) is significant statistically at a significance level of (1%), which is a function of the confidence level of (99%) thus more than the confidence level adopted in this study which is (95%), so these researches reject the null hypothesis and accept the alternate.

H2. Advertising is having a positive effect on the Perceived behavioral control toward consumer buying behavior.

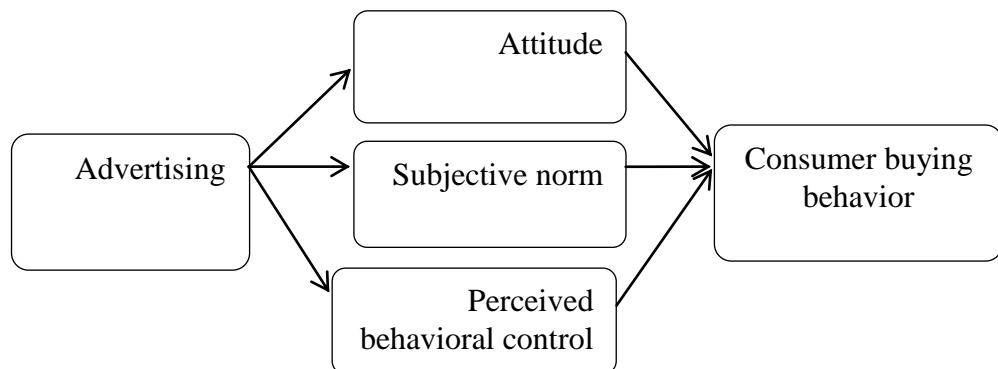


Figure 1: Conceptual model

For this hypothesis the value of (t) is significant statistically at a significance level of (0%), which is a function of the confidence level of (100%) thus more than the confidence level adopted in this study which is (95%), so these researches reject the null hypothesis and accept the alternate.

H3. An advertising is having a positive effect on the Subjective norm toward consumer buying behavior.

For this hypothesis the value of (t) is significant statistically at a significance level of (2%), which is a function of the confidence level of (99%) thus more than the confidence level adopted in this study which is (95%), so these researches reject the null hypothesis and accept the alternate.

H4. An advertising have moderating role toward consumer buying behavior.

For this hypothesis the value of (t) is significant statistically at a significance level of (0%), which is a function of the confidence level of (100%) thus more than the confidence level adopted in this study which is (95%), so this research rejects the null hypothesis and accept the alternate.

5. CONCLUSION

This study experimentally examines the role of advertising on the buying behavior consumers toward of date seed oil with using TPB that on advertising can affect beliefs and mental images and plans to buy a product behavior in the buyer using the theory planned behavior of brand attitude product through promoting on banners or social media is conducive to consumers to purchase. The theory planned behavior of the purchasing associates these buyers with unplanned or impulse buying but in this research consumer purchase those products from which consumer are Perceived behavioral control and attitude. In addition, these will be created through advertisement as audio, video and text form, which appeals him or her.

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