

A Wave of Change: Socially Responsible Advertising influence on the buying Behavior and Social Development in Pakistan

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Abstract

This research explores the effectiveness of corporate socially responsible initiatives of fast moving consumer goods (FMCG) and Services firms on consumer buying behavior in the Holy month of Ramadan in Pakistan. Through a sample of 203 consumers and used triangulation method from different parts of Lahore. The findings indicate the importance of corporate socially responsible initiatives positive impacts on the development of consumer buying behavior and social development. In particular, this study shows that consumer effectively responded to firm corporate social responsibility and also spread the socially responsible advertisement message with other people in society. The findings of the study suggest that firms with socially responsible initiatives are likely to influence people social development behavior. We argue that socially responsible initiatives are most

important for both manufacturing and services firms. The nature of the firms socially responsible is important determinant influencing on buying behavior and social development.

Keywords: Corporate Social Responsibility, Purchasing actions, Progress, TV commercials

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Introduction

Over the past decades, corporate social responsibility initiatives perceived essential and it has gained significant attention of academicians and researchers in studying the consumer purchase intentions and decision making styles (Awan et al., 2019). Corporate social responsibility (CSR) initiatives have been considered as important tools for an organization to boost brand performance. The use of CSR initiatives in corporate communication has steadily increased within recent decades and emerged as an important tool for corporate strategy. CSR defined as the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time (Carroll, 1979). Many organizations use CSR initiatives as merely institutionalized pressure or promotional tools (Pirsch et al., 2007), as well as being progressively appearing in firm advertising campaigns (Pomeroy et al., 2013). Institutionalized CSR programs fulfilling a firm social responsibility and meeting the needs of all stakeholders across all the aspects of the company.

In contrast, CSR promotional initiatives primarily focused on touching consumer emotions as a tool to increase sales and design to generate immediate purchase intent (Pirsch et al., 2007). CSR initiatives generate a positive impact on consumer and increase willingness to purchase the firm's products (Sen and Bhattacharya, 2001). CSR programs have been shown to increase the customer's willingness to purchase the company's products (Brown and Dacin, 1997). The role of individual consumer behavior is important to develop upon strategies goals and actions to reach the target audience (Awan and Raza, 2012). Consumer prefers to purchase products that support the welfare of society and protect the environment (Awan, 2011). Nowadays, the significance of advertising has been recognized more than ever. Advertisements are a collection of directing, determining and manipulating insights of the community or target audience. CSR aspires to upgrade the profile of the organization by maintaining advertising significance. Specifically the way effectively and powerfully it presents the message (Yoon et al., 2006).

According to (Maignan and Ferrell, 2004) and (Brown and Dacin, 1997) socially responsible corporate image is building firm's services and products and improved customer loyalty. Previously, much has been written about the positive impact of corporate social responsibility

impact on improved brand image, organizational identify, consumer buying behavior and employee motivation. In contrast, few research studies have explored the impact of socially responsible advertisement on the social development of society, especially in the developing country. Yet, information flow from social media have risen considerably since the last decade, however, the electronic media still have its importance in the society and is considered an important source of information,news, and entertainment in Pakistan. It is a common observation that public or private corporations in developed countries are becoming more dependent on using corporate social responsibility in their marketing communications and this concept is becoming very popular than the less developed countries. Comparatively, in Pakistan, the benefits and use of corporate social responsibility as a marketing strategy is not evaluated properly and problems are not identified by both local and multinational companies.

This study considers the impact of socially responsible advertisement on buying behavior and social development in the context of Pakistan. The study draws on social learning theory and focuses on watching socially responsible advertising associated with changing buying behavior and social development, especially exploring how buying behavior by socially responsible

advertisements. This study contributes to the literature in one way, its attempts to understand the vital role of socially responsible advertisements in developing buying behavior.

Literature Review

Corporate Social Responsibility

Today, marketers are not only pitching the customers to buy the particular product rather want to influence and play with the mind of the audiences in some different way which may convince them to persuade towards their desired brand. That is why in market communication the part of advertising has become a compulsion to be practiced (Nauman Abbasi et al., 2014). Corporate social responsibility encompasses economics, legal, ethical, and philanthropic responsibilities (Carroll and others, 1991). The CSR concept is best understood as demand resources to action from various stakeholder- customers, communities, investors, suppliers, regulators, and society. This demand for resources and pressure emerge from the various stakeholders. CSR has emerged as for where management of a company can balance between the social, economic and environmental objectives and the expectations of the stakeholders (Elkington, 1998). Socially responsible conduct of an organization is an important concern for multiple stakeholders (Awan

et al., 2017). CSR is a long-term impression establishment in the favor of company for boosting sales performances. CSR communication is a functional tool, supervising operation earning the most achievable profit for the company, building the acknowledgment and corporation (Du et al., 2010). Evidently, Corporate Social Responsibility looks like a big source in directing the role of the customer in means of the general, spiritual and practical level (Peloza and Shang, 2011).

Corporate Social Responsibility (CSR) is one of the quality business applications. It was recommended after contemplation of endorser to attract people that conduct to the promotion of this pattern (Folajin et al., 2014), labels economic, lawful, moral ad optional expectation that community has of organizations at a specific point in time. “It’s a chance to link to the key of customers-to say, ‘This is what I stand for’” as explained by (Adrian and Daniel, 1976). Corporate Social Responsibility (CSR) as a calculated operation is the core of organizational progress because it is one of those practices that can positively affect. The use of Social Corporate Responsibility (CSR) enterprises to impact public and transform product presenting has become very ordinary(Carroll and others, 1991).

There are many socially responsible activities which companies can involve. (Kotler and Lee, 2005) identified six important CSR activities, corporate social marketing, and cause-related promotion and marketing, philanthropy, volunteering community programs and socially responsible business practices. Cause-related promotional activities objectives are to create and build awareness about the cause and motivate customers to donate monetary, non-monetary and participate in events. In cause-related marketing firms develop the relationship with the customers and sale of the product is tied with the sale of other product. The purpose of each CSR initiative is different for example if a firm engaged in the economic side, the firm may use such tools which create more wealth for the firm and on the other side if a company adopt purely to do good for whole the society (Cetindamar, 2007). The firms can focus on two types of practices doing well with stakeholders (normative) and doing well in business (corporate self-interest). If a firm decides to engage in the normative approach, it shows that firm wants to put more focus on the socially responsible behavior and on the other side if a firm decides to engage in increasing the wealth and build their corporate self-interest. Corporate socially responsible marketing activities objective to change the behavior through implementing the programs such as improve the safety of the worker, health, community well-being, and the

environment protection. Corporate philanthropy involves the direct contribution of cash and other financial resources for the charity or cause (Kotler and Lee, 2005). The concept of CSR underlying the importance that does something more for the society not just write the check and provide more financial support to the stakeholders (Kotler and Lee, 2005).

Hypothesis Development

Corporate Social Responsibility has a personal and primary part in maintaining accurate conditions between the collaborators and organizations and customers and organizations. This approach is powerful in convincing for achieving profit and direct relations (Pivato et al., 2008). CSR plays a moderate character to gain the customer's trust. The target of sponsorship and proposal is built by retaliation. The beneficial consequences prove that CSR venture improves profit, despite the organization's presentation, resources and standard (Vlachos et al., 2009). Beginning CSR to influence customers with particular attempts for the welfare of the community is the emerging retailing approach. It really enhances the buying purpose, viewpoint, and performance with right timing and inspiration (Wallensten et al., 2006).

Customer not only aims to purchase the product but also wish to grant via charity respecting corporate social responsibility behavior; moderating between the organization and customer. Endorsers have an aim to extend that society (McEvoy et al., 2009). Television advertisements are strong recollecting the brand (Lafferty et al., 2002). Analyzing CSR in association with customer's buying behavior shows that people presume more in organization ventures for the community and has a considerable part inscribing positive profile and accomplishing purposes of the public for buying the products (Pfau et al., 2008). CSR besides the faith of the organization is the administrator of the visions taken for CSR ad consistency with the organization and customers' response. The purposes of the organization face dispute indefinite circle (Sen and Bhattacharya, 2001). Governmental television advertisements have a priority in captivating people and remembering them; it creates a more powerful effect. Television commercials changing the concepts and behaviors might be promoting with the outcome message involved, influencing the buyer for advertising endeavors (Krugman, 1965). Many significance studies on CSR are found in the literature. It leads to form favorable positive purchase intentions towards the company-specific brands or products and services (Creyer and Ross Jr, 1997). Firm's socially responsible initiatives lead to develop the reputation of the brand

and increase the intentions and motivate the consumers to buy the brand or product. CSR is a key determinant factor to identify the brand from another competitive brand. Consumers are willing to purchase the products from the firms who are more socially responsible (Quelch and Jocz, 2009). The customer perception plays an important role in repurchase intentions if firm CSR activities are negatively perceived or only profit-driven strategy can have a negative effect on the consumer purchase intentions (Smith, 2003). CSR activities are perceived positively and can influence customer belief. In addition to this, the products attribute form trust in the company. Since the firms are part of the society and they should contribute more than the stakeholders expect from it. He further suggested that CSR has a strong positive relationship with brand purchase intentions (Sen and Bhattacharya, 2001). The firm reputation being a player of corporate responsible attracts the attention of its stakeholders. Social learning theory states that humans are ongoing processors of knowledge and review their association between certain attitudes and their results. Thus,

H1: There is a positive association between the socially responsible electronic advertisement and intentions of buying products.

H2: There is a positive association between socially responsible electronic advertisement and social development behavior.

Research Methodology

The time period selected of these TV ads is from March 25th, 2015 to March 26th, 2016 to scrutinize the influence of CSR TV ads on the public in Lahore. The study was based on the Lahore inhabitants who have direct access to TV ads. The study objects to inspect the connection between CSR appeal and people's attitude and link with the few objectives in the mind:

Inquire about the influence of CSR appeal in electronic advertisement on purchasing choices of the public (age 16-40 years).

Inquire about this electronic advertisement to create a feeling of social duty among the public to encourage them in order to alter their attitude towards social development.

The method of the survey in a form of questionnaire assembled the judgment of common public through systematic sampling across a sample of 203 people. All the individuals subsidized to this scholarship were from the city of Lahore Pakistan. Out of 203, 103(i.e. 50.7%) were males

and 100 (i.e. 49.2%) were females. Furthermore, all of them were 100% spectators of TV covering every field of life in status and educational context. CSR TV adverts viewed by most of them got a strong influence of these TV adverts concepts and themes. The questionnaire contained closed-ended 20 questions with a simple scale ranging from 0, 1, 2, 3, and 4 which codes yes, no, to some extent and neutral respectively. After smearing statistical analysis in form of correlation on the public reaction on these television adverts, is found out by applying with a regression analysis that shows that connection between independent as well as dependent variables. But on the part of the qualitative methodology, focus group containing 12 participants recorded their views. The organizer piloted in-depth debate with 12 audiences of CSR TV ads as heavy viewers in this discussion. Focus group instigated 12 members as a part of a group that is revealed with electronic advertisement to explore their response. In this study, the studied variables were electronic advertisement with CSR appeal as an independent variable, though watching of electronic advertisement with CSR appeal by the common people in Lahore had been considered as the dependent variable.

Data Analysis and Interpretation of Results

A Focus Group Discussion carried out on May 22, 2016, at Gulberg III, Lahore with the 12 participants including people from different fields of life (age ranging between 16 and 40), most of them representing the present status of Pakistani society. All of them were regular viewers of Pakistani electronic advertisement. Most of them especially the adult's group agreed with the notion that CSR is an approach for companies to assist themselves with the profile while serving society. Using CSR approach in advertising can help to engage customers in new ways. In view of the fact that the message is about something "good," it can be an easier way to talk with customers. This is an underused instrument for business-to-business company communication. Furthermore, socially responsible electronic advertisement involves an opportunity to bring a revolution in the world. It leaves a positive impact and direct positive change. The association's people make with that brand make them purchase and its cause to generate revenue. Some of them denied that they cannot bring a change in the buying behavior although they believed that these TV commercials are promoting social messages for the better functioning of society. CSR TVC introduced innovative ideas like recycling; they also have an intrinsic and extrinsic impact on the people. It may cause some positive change in society.

Youngsters in that group agreed that CSR TVC can promote positive social change in society and push us to buy the product/ brand. Especially the TVC of Lays featuring Wasim Akram and Messi influence the buying behavior. A positive feeling and association develops watching them. It grabs the attention of people and alters the attributes to some extent. Especially Ramzan commercials were found more interesting. One of an uneducated group member shared her views in favor of CSR TVC's with it's a possible positive and influential impact but have no association for that product or buying urge. Interesting to watch and bring change in society with social, moral and ethical values. Interpretation of data with focus group concluded that the majority of samples agreed with the notion that CSR is an approach for companies to promote products and services while working for the development of the society. The fresh practice is helpful to bring change among the masses in a long run.

According to the survey results of 84%, people are being discovered as heavy viewers watched TV, while, 15% viewed it infrequently. Therefore, it is evident that most of them are called heavy viewers as, 15% of people watch Television for 2 to 3 hours, 33% watch for 4 to 5 hours 50% watch TV even more on regular basis. 51% of people watch these adverts and get themselves involved in them, 22% do often watch and feel nothing. Explaining additionally,

21% of public watches ads to entertain themselves. 36% want to watch them as a source of information and the other 19% recorded some other reasons. Socially responsible electronic advertisement is about a notion of serving society, 18% of people observe the concepts, 36% emphasis on the brand and 22% gaze for social communications in electronic advertisement.

The insight of the idea infuriating apprehension giving 30% of people constructing their attention in the social message of these ads, 8% is not able to get attraction from it. 35% feel a sense of curiosity to know more and some cannot perceive it and find them confused. Talking about impacts, 19% people report that they feel a sense of social responsibility which motivates their minds too. 36% population has the same feeling but at a moderate level, 11% don't feel any effect. 6% population is found confused on the issues mentioned in these adverts. The public report their opinions about the concepts of these TV adverts. 31% are agreed upon the idea and favored to purchase these goods presented in Socially responsible electronic advertisement, 10% build association with them don't even purchase, while 25% disagreed with this idea.

Electronic advertisement on CSR creates an interest level or not but was a query to be answered by the public. 60% of the people get attracted to such TVC's while 38% negate it. Talking about one of electronic advertisement comprised of Lays presenting football player Messi and former cricketer of Pakistan Wasim Akram sanctioning social communication of "Keep the Pakistan Clean and Green" clutched 51% of the people and get appreciation, 11% do not show their likeness. Talking about a renowned Bank ad having social message gets maximum appreciation among the sample with its good message. Easy Paisa a new concept of money transaction TV and also get cherished by 55%. A tiny group of people shows their response to CSR appeal in the renowned Ghee commercial during Ramzan. The famous tea brand called supreme Tea TV ad is liked by 45%, 17% do not acknowledge while 15% of people have no idea about it. The most recalled brand by them is Tapal Tea than the famous detergent Bright Total, Olpers Milk, and beverages like Pepsi, Coke, tea whitener every day and another renowned bank "A" TV ads. Out of the total population, 59% cogitate. Corporate Social Responsibility TV advertising has the potential to alter in society to boost social development. They may be taken as a tool to gear up the social behaviors as said by 52% of people who connect the relationship of CSR based TV ads with positive social change and 10% negate this notion.

31% of inhabitants trust these CSR TV ads constructed a great level of public interest and effect buyers to purchase them while 33% of people state that they have these feelings to some extent but not much extent. Talking about the change in purchasing choices and behavior of the customers, about 21% of people feel a strong effect of electronic advertisement and motivate them to take positive buying decision about these brands while 37% population reports the same but in the mild category, 11% totally rejects this influence while 6% of population show a neutral response in this scenario.

Effect of company's CSR enterprises on customer purchasing choices is respected by 31% people, 60% testified they purchase good by having a mild effect of these TV ads, 10% of people are seen quietly involved and take the decision to buy a product claiming CSR in their electronic advertisement. The current CSR initiatives in electronic advertisement are adequately observed as a social message by 31% showing their curiosity, 35% show but at a mild rate, 46% are still unable to acknowledge this in building their interest. Discovering the belief of public headed for CSR TV adverts 57% thought that CSR practices in advertising can successfully bring social change, 9% dissenting and 11% are found neutral in this regard. It analyses that as an emerging concept in it has successfully convinced more than 50% population of the country

and it can be served as a great tool to mobilize people to take part in social welfare and development. Another interacting part of the research is to find people to ask about the brand association after watching these ads in which 59% of people preferring social change can be achieved by using the technique of socially responsible electronic advertisement. 9% repudiated this element and 11% are found neutral in this matter. This leads to prove that socially responsible appeal advertising is successful in motivating people for social development.

Hypothesis Testing

The data was put into SPSS and hypotheses have been tested by applying correlation analysis and regression analysis. The dependent variables PC (variation in purchasing behavior) and social development (SD) with independent variable are socially responsible electronic advertisement watching. Table 1 presents the correlation analysis of Watching Socially responsible electronic advertisement with PC which is exactly correlated with each other with a value 0.202 which shows a satisfactory correlation and accepts H1.

Correlations

Table 1: Correlation Analysis

	PC	Watching Socially responsible Electronic Advertisements
Person	PC	1.202
Correlation		000
Socially responsible	0.2	1.000
Electronic Advertisement	02	

Ensuring the same process another correlation analysis for H2: Socially responsible electronic advertisement are significant in motivating people towards social development, was done to discover the connection between the other dependent variables SD with independent variable watching socially responsible electronic advertisement. Table 2 demonstrates the correlation analysis of SD with watching socially responsible electronic advertisement is extremely correlated as it is 0.617 with watching socially responsible electronic advertisement as Independent variable (see Table 2).

Table 2: Correlation analysis

			SD Watching CSR Based Advertising
Person	SD	1	0.617
Correlation			000
	Watching Socially	61.000	
	Responsible Electronic Advertisement	17	

It is determined that alteration in purchasing behavior of the public and their inspiration towards CSR adverts is being inclined by the advertising based on CSR concept.

Table 3: Regression analysis Of PC

Modal	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.9	0.2		8.621	0.000

	94	36			
Watching	0.03	0.1	0.2	2.708	0.003
CSR Electronic Advertisement	7	18	02		

Dependent variables: PC

Additionally, the regression analysis was accomplished to inquire about the effect of CSR appeal electronic advertisement (independent variable) on the purchasing behavior (PC). Table no3 demonstrates that the defendants on the two queries about modification in the purchasing behavior after viewing CSR are based electronic advertising is significant with PC. The consequence displays that there is an alteration in the purchasing choice (PC) of that product due to the alteration in the independent variable. As the significance level is 0.003 which is less than 0.005.

Regression analysis was performed also to find the effect of advertisements as (independent variable) on the inclination of the respondents to get conscious about social development and people's welfare. Table- 4 shows that the public on the 3 queries motivation of the public

headed for social development and after watching these CSR based TV adverts were summated for SD.

Table 4: Regression analysis of SD

Modal	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-0.254202	-1.370			
Watching Socially Responsible Electronic Advertisement	0.278	0.026	0.628	11.258	0.000

The above table concludes that alteration in public motivation for social development, welfare and development in the purchasing behavior of people with social development (SD) is powerfully seen because of alteration in independent. As the significance level is 0.000 less than significance 0.05. Pakistani mass media of advertising. The outcomes of the survey as a result of the 203, a surveys with 20 questions was done with people from 16 to 40 years of age group with “systematic sampling” to gather data from different parts of the Lahore.

Investigating the hypotheses concerning the usefulness and influential influence on spectators of these TV adverts, this research supports socially responsible electronic advertisement have an obvious influence on the minds of the people by modifying their purchasing choices which can definitely influence customers' mood. In 2015 Nielson a renowned company conducted a survey on the internet which shows 30,000 internet users from 30 countries internationally retorted about CSR ad strategies. In this study, 66% of all respondents demanded that are concerned to purchase such things and amenities or brands that are vigorous in endorsing social development. Therefore such practices are indeed worthy and desire to be implemented by marketers and advertisers in Pakistan to take its part for country's social and economic development (see, for example, Pivato et al., 2008).

Conclusions

The purpose of CSR is to improve corporate image, create a more favorable social image and develop a long-term relationship with the stakeholders. This concept has become very popular in the corporate world, the firms with bad reputation particularly seems very interesting in adopting the socially accepted corporate practices to change and enhance the consumer trust on

their marketing and manufacturing activities. The findings reveal that socially responsible initiatives are fundamental to boost the sales of products especially in the Muslim Holy month of Ramadan. This study contributes to the literature by providing new evidence on the firm sales determinants of buying behavior in developing country Pakistan. This study presents empirical evidence on buying behavior and social development using social learning theory. The results show that socially responsible initiatives in the Holy month of Ramadan are positively related to social development.

This study has practical implications for managers. Our findings show that socially responsible initiatives by the firms in the Holy month of Ramadan have a positive impact on people social development behavior. Firms can increase their sales performance by especially focusing on the corporate social responsibility initiatives especially in the Holy month of Ramadan. Furthermore, findings point out the needs for more understanding of the consumer knowledge flows and buying behavior in the Holy months of Islamic Calendar. The findings of the study suggest that firms with socially responsible initiatives are likely to influence people social development behavior. The importance of community development programs cannot be ignored when it comes to designing marketing strategies (Awan et al., 2011). We argue that

socially responsible initiatives are most important for both manufacturing and services firms for designing green marketing strategies. The nature of the firms socially responsible is important determinant influencing on buying behavior and social development. Its consumer buying behavior could be varied according to the nature of socially responsible initiatives by the firms. The positive association between the variables, managers needs to give careful thought to consumer culture when designing socially responsibility initiatives.

Advertising coverage exclusively focuses and positioned themselves as a socially responsible organization (Awan and Raza, 2012). Television advertisements, particularly commercials, are at its peak among though CSR concept in the field of marketing and advertising is an emerging notion in Pakistan, and this research may serve as a foundation for the advertising practitioners and consumers as well. In the light of these results, it can be said that in Pakistan, CSR appeal in advertising has been acknowledged by the public which is a positive sign. Multinationals in Pakistan are one of the pioneers in doing so and benefiting public which is an initiation for sustainable development (Pivato et al., 2008). Pakistan wants motivation of common Pakistani to take part in social development. Experts of promotional activities must focus on those things which get public attention (Nauman Abbasi et al., 2014) and research proves that CSR can be

one of them. Because the role of CSR is to deploy customers with the characteristic exertion for the happiness of humanity has become one of the major marketing (Wallensten et al., 2006). TV advertisements bring different changes in the behavior of consumer in terms of psychological, moral and social perspective of people (Zia, Iftikhar & Raza2017). Customers not only anticipate to purchase the goods but also need to donate as their social responsibility and develop this behavior (Lichtenstein et al., 2004). This study is exploratory in nature because people are evolving this concept in advertising and marketing, moreover, the public response is immature too but advertisers try to initiate all such new techniques which make their product desirable to be purchased more (Carroll and others, 1991). Lastly, this exploratory study would be significant to conduct future researches in the same notion. Companies in Pakistan should adopt socially responsible advertisement and communication strategies as a continuous process and gives more attention to developing consumer behavior. Advertising experts always try to adopt use several strategies to appeal the viewers (Iftikhar & Islam 2017) and recently, in Pakistan companies have started looking for socially responsible opportunities to engage and attract consumer attraction towards these programs. The sample of the study was taken only from one city, future research studies could employ large scale data collection procedures from

different cities. As the use of social media continues to increase, the socially responsible marketing campaign is becoming an important tool for communication in electronic and social media. Corporate social responsibility initiatives are becoming an important tool of contemporary social media activities. Managers should emphasize the CSR communications in the social media platform for boosting the consumer trust and confidence on the firm's products.

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