MOOD AND PURCHASE INTENTION TOWARD TELEVISION COMMERCIALS AMONG GENERATION Z IN PAKISTAN

Rizwan Shabbir¹, Ahsan Zubair² and Muhammad Azeem Abro³

Abstract

Television commercials are an effective way for an organization how wants to demonstrate its product/service for target customers. Purchasing behavior is obtained with promotions campaigns are launched to reduce customer confusion among competitive products/services. In marketing such behavior is called zapping that occur when television commercial are switched by customers. Pakistan is ranked among youngest countries in the world and second in South Asian Countries so, Generation Z customer are the first cohort with Information and Communication Technologies (ICTs) at a young age. Generation Z are the young people that accentuate on criticizing stereotyped behavior of millennial. This study investigate advertisement frequency, advertisement context, celebrity endorsement and customer perception with Generation Z purchase intention and also explore mediating role of positive mood. 274 responses from Generation Z were collected from colleges & universities of Faisalabad, Pakistan through fully structured questionnaires. The results showed that positive mood partially mediates the relationship of advertisement frequency, advertisement context and customer perception with purchase intention. However, fully mediation is observed in the relationship of celebrity endorsement and purchase intention. Therefore, it is necessary that matching celebrities should be hired for advertisements so that a huge impact could be created. Limitation, managerial implications and future directions are also explained.

Keywords: Generation Z, Positive Mood, Purchase Intention, Advertisement Frequency, Advertisement Context.

JEL Classification: M370, O150

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Introduction

Among different sources of Integrated marketing communication (IMC) tools, most prominent source is known as Television Commercials (TVCs) and on average, globally a person view Television contents about one and half hours daily (Allen, 2005). TVCs persuade viewers by using color, sight, movement and sound attributes. Particularly, TVCs are effective when an organization want to demonstrate its product/service for target customers. According to Lin et al. (2013) TVCs has presented a golden opportunity to advertisers for mass-marketing their products/services by achieving desired goals due to its video attributes. Moreover; humor, celebrities and emotional storyline with relevant situation made TVCs as a dominating IMCs medium in this current era (Lewis & Reiley, 2013). The study of Xu, Oh, and Teo (2009) concluded that several advantages of TVCs include perception and taste of consumer, large audience can be targeted in an effective manner and pictorial presentation of message and product/service along with sound. Emergence of Social Media has transformed Television viewership by shifting them to live streaming by paying for an “advertisement-free” membership or recording them to their smart-TV devices, so that advertisement could be skipped (Rideout, 2014).

Purchase intention among customers is attained through promotion tools (Micu & Plummer, 2010) such as TVCs (Dyer, 2008); radio commercials (Southgate, 2017); banner (Duffett, 2017). Prior studies Barry et al. (2016) & Bragg et al. (2018) concluded that viewers’ attention towards advertisement has reduced due to multiple interfaces such as (smart-phone, internet, Television and touch-screen displays) as a result, zapping concept emerged in recent years (Tse & Lee, 2001). Zapping occurred when TV viewers switch to other channels due to program break or change in viewer mood. Marketing strategies regarding consumer behavior highlighted importance of positive/negative mood which is subjectively perceived by customers (Shao, Baker, & Wagner, 2004). It’s an affective state of customer towards a situation that is perceived as positive (relaxed, joyful) or negative (bad, sorrowful). In advertisement, recalling a message or product features is easier if customer is experiencing positive emotions. It has been found that attention of customers towards advertisement is dependent on their mood (Priya et al., 2010).

The study of Pickett and Brison (2019) concluded that a final product purchase occurred through a process in which consumer identify the intent, information search and available alternative evaluation. During these events, consumer get brand awareness, collect information through marketing communication tools and evaluate expectation with performance. Customer expectation is composed on the messages delivered by firms in their marketing campaigns. Generally, multinational brands advertised their products through TVCs because customer’s expectation enhanced through animation, cartoons, jingles and celebrities (Suzuki & Nelson, 2018). Moreover, TVCs are considered as most effective marketing communication medium in-order to deliver product message and gain reactions against promotional tools (Hartmann & Apaolaza-Ibáñez, 2012).
Generally, the people who are born during mid 1990s are classified as i-Generation or Generation Z (Horovitz, 2012). Many researchers and advertising agencies want to name these people as “i-Generation” because its era of internet boom. However, they are named after Generation X and Y which currently composed on customers that are 19 to 21 years old. By this definition, millennials were born in 1980s era to late 1990s which currently composed on customers that are 35-40 years old (Williams, 2015). Töröcsik, Szűcs and Kehl (2014) suggested the Generation Z customer are the first cohort with Information and Communication Technologies (ICTs) at a young age. This accessibility made them open-minded, responsible, and compassionate and advocate consumers. Generation Z are the young people that accentuate on criticizing stereotyped behavior of millennials (Moosa, 2018). This resulted in changing purchasing behavior through using IMCs. As reported by PNHDR-UNDP (2018), 64% of Pakistani population is under 30 years which is largest age group ever reported in Pakistan. Therefore, Pakistan is ranked among youngest countries in the world and second in South Asian Countries.

For an advertisement, various attributes are extracted for enhancing purchase intention, which includes theme (Jeong & Jang, 2017) that help to memorize product/brand, length (Turley and Shannon, 2000) which impact product/brand recalling, repetition (Kumar & Raju, 2013), music (Ilicic & Webster, 2011), humor (Eisend, 2009) and celebrity endorsement (Muda et al., 2014) which contribute to spread positive word of mouth (WOM) or intention to purchase. All these attributes contributed for causing zapping among target audience.

In Pakistan, the advertising spending of all IMCs tools in 2015 was estimated as 66.9 billion in which TV media share was 49.8% followed by print media by 24% (Jamal, 2018). In 2017, advertisement spending increase by 31% with the market size estimated around 88.7 billion rupees, the share of TV media was 47.9%. Thus, it is clear than more than 40% of advertisement spending by organization are through TVCs (Jamal, 2018). In 2016, Unilever was top advertiser in terms of advertising time and its share was around twenty percent, whereas, seven percent of the time was shared by P&G. Hum TV was the leading television network in Pakistan in terms of revenue as its share was ten percent in 2016. ARY Digital was the second largest network with a share of ten percent. This study also highlights intentions of the marketers to create appropriate marketing tools and advertisements besides the appropriate media choice.

**Literature Review**

*Purchase Intention*

The Lim, Ri, Egan, and Biocca (2015) concluded that TVCs showed a positive associated with the sales Fast Moving Consumer Goods (FMCGs). Moreover, TVCs has also positively affecting the living standards and life style of customers (Kim, 2013). Purchase intention of the customers is an important and essential element of every company’s marketing plan because it usually decides the success or failure of a particular product and in this way, companies can also increase their
profits as well (Lim et al., 2016). Consumers’ buying behaviour is gauged through purchase intention and willingness to purchase by customers will be higher if the purchase intention is higher (Nash, Pine, & Messer, 2009). Preferences and experiences of the customers are followed by their purchase intention (Hsu, Chang, & Chuang, 2015).

Purchase intention is also linked with several marketing features as well. Therefore, it was found that buying behavior of the customers is affected due to use of slogans, celebrities, visualization, background, music, and message of the advertisement. For instance; TVCs of fashion products is less attractive when warmth colors are used in advertisement, however, cool colors increase the quality of advertisement and make product and advertisement attractive (Jeong, 2007). The work of Hung et al. (2011) suggested that physical attractiveness, status and celebrity attractiveness are the key elements in the success of celebrity endorsements. Moreover, previous studies showed that consumer’s belief depend on celebrity attractiveness and recalling brand or recalling an advertisement which is enhanced through celebrity endorsement. Advertisement appeal also affects the purchasing intention and behavioral patterns. Emotional appeals in advertisements are activated using positive/negative emotions which create attention for customer that gain/modify their purchasing motivation (Spears & Singh, 2004).

The work of Alpert, Alpert, and Maltz (2005) concluded that music, mood and attitude of the customers is usually influenced by the behavioral intentions and emotional responses. It was therefore, recommended by the researchers that content of the advertisement should be creative and engaging so that purchase intention can be increased. TVCs have significantly affected the purchase intention of the children as the children are spending a lot of time in front of television (Smith, Chen, & Yang, 2008).

Prior studies regarding advertisement explored zapping behavior (Tse & Lee, 2001) which suggested that customers usually avoid advertisements when watching television as some of the advertisements are highly irritating. Moreover, repetition of advertisement is also another leading cause of avoidance (Southgate, 2017). The zapping behavior generate avoidance among viewer by changing channels, muting or leaving room during advertisement. Avoidance behavior might also generate due to offensive advertisement which includes sexual content, irritation, and repetition, irrelevant and meaningless in advertisements.

**Positive Mood**

Positive state of mind is maintained among happy individuals and they’re highly motivated to learn and listen anything. Thus, persuasive messages of TVCs are processed in their mind in a simple manner. However, it is difficult for the individuals to understand the messages properly if they’re not in a good mood. Positive thinking is enhanced by partial persuasion of good feelings and world is viewed by individuals as wonderful thing when they’re in positive mood (Tsai, 2005).
individuals is faster, decisions are usually impulsive, lesser dependence on systematic thinking, and problem solving is more flexible when people are in positive mood.

Mood of the customers is critically important for the marketing campaigns and strategies of the companies as it is perceived that if the customers are relaxed, delighted, inspired, joyful, and happy that impact is positive on the customers. The work of Shao, Baker, and Wagner (2004) concluded that when customers are in good mood, they can easily remember product features and its related context. A research of Tafani, Roux, and Greifeneder (2018) found that brand switching has been observed among the customers who are in bad mood. Therefore, emotion and mood of the customers is considered as critically important while approaching the customers and purchase intention is largely affected by the positive or negative mood of the customers. Confusion among the customers is usually reduced when they’re in good mood. Similarly, customers remember the message of the advertisements for longer period. Moreover, positive mood also increases the decision making capability of the customers as well (Khandeparkar, 2017).

Advertisement Frequency

When potential customers are watching television advertisements of a product/service frequently the credibility of such brand increased among the customers and their purchase intention also increased. The message of the advertisement content is also memorized easily by the customers encounter through repetitive advertisements (Schmidt & Eisend, 2015). Repetition measures the wear out and wear in phenomenon regarding advertisements. For example, if the customers like the content of the advertisement, they’ll watch the advertisements over and over and this phenomenon is called as wear in. However, if customers switches the channel during advertisement, it will be called as wear out. If the advertisement is positively affecting the customers, then wear in phenomenon will be common or vice versa (Eisend, 2009). Wear in and wear out is also dependent on the mood of the customers because repetition of advertisement is crucial for companies.

Similarly, length of advertisement significantly impacts the purchase intention and in digital world, TVCs of fifteen and thirteen seconds usually attract the customers by significant manner. The effectiveness of any advertisement is usually measured by the length of the advertisement. Customers are usually attracted by the suitable length of the commercials as advertisement message is clearly understood by them (Turley & Shannon, 2000).

\(H_1\): Mood positively mediates the relationship of advertisement frequency and purchase intention of Generation Z customers.

Advertisement Context

Advertisement context like advertisement message, humor, theme and music also positively effect on purchase intention of Generation Z. It has been found that there is positive impact of music
on the advertising responses and consumer mood (Ilicic & Webster, 2011). Liking of the audience and customers is increased with the element of fun in advertisement (Bishnoi & Sharma, 2009). The theme or content of the advertisement that usually encourages the consumers to memorize and purchase the product is regarded as advertisement message. Emotional responses of the customers increases through television advertisements which usually increases the purchase intention (Jeong & Jang, 2017). Product choice is also significantly affected by the music of the advertisement as perception of the consumers is built through music. It has been found that most of the malls play music during the rush hours because good music usually increases the purchase intention of the customers. Similarly, if the customers listen a familiar music or tone, then, purchase intention of the customers is increased.

Music is strongly linked to human psychology and several studies discussed the relationship of music with human psychology. Similarly, it is also studied in a relation to purchase intention of the customers. Research noticed that advertising responses and mood of the consumers is usually affected by the background music of the advertisement. It has been analyzed that mood of the customers is positively affected by the music of the advertisements. It is a common observation that people usually become comfortable and relax when they are in good mood and listening a joyful or energetic music and such music influence the purchase intention of the customers as well (Priya, Kanti Baisya, & Sharma, 2010).

$H_2$: Mood positively mediates the relationship of advertisement context and purchase intention of Generation Z customers.

**Celebrity Endorsement**

It is a common practice in business industry to introduce celebrity in various marketing campaigns for promoting their products/service to encouraging consumer to join brand groups/clubs. The experience, character, belief, and opinion from a particular celebrity about certain product/service is called as endorsement. There are usually three categories of endorsers i.e. typical consumers, experts, and celebrities and every type of endorser are hired by the companies depending on the nature of the business (Pradhan, Duraiapandian, & Sethi, 2016). The effectiveness of endorsers is usually determined by the attractiveness, trust worthiness, and perceived expertise. According to Thomas and Johnson (2016) purchase intention is usually increased by the expertise of endorsers. Whereas, attractiveness, and trustworthiness has less impact on the purchase intention.

The study of Kakkar, Sharma and Gupta (2019) suggested that product/service or brand is considered as more reliable when it is promoted by certain star celebrity and purchase intention is typically affected by the reliability of that endorser. Moreover, brand image, reputation, and prestige is developed when the image of celebrity is great (Majeed & Razzak, 2011). By using celebrity for marketing is also known as signaling strategy because customer brains more easily accept their opinion and its makes a brand to act as a touch of glamour.
$H_3$: Mood positively mediates the relationship of celebrity endorsement and purchase intention of Generation Z customers.

Customer Perception

Consumer perception is a method of choosing, forming and understanding information or stimuli inputs to make a significant image of the product or the brand (Sreejesh et al., 2018). Consumer perception is a procedure containing four phases that explain raw stimuli into meaningful information (Hassan & Valenzuela, 2016; Vasudevan & Kumar, 2017). Firstly Receiving data (Exposure): Marketing integrates a variety of factors that affect or open to the customer perception for example the idea of item, its physical characteristics, the brand name, the bundle outline and the commercials. In this manner, advertisers regularly utilize colossal eye-catching gadgets to achieve most extreme difference and in this manner draw in purchaser's consideration.

Secondly Selecting information (Attention): Individuals will see data contrastingly as per their requirements, desires and past encounters. These assistance individuals allot suggestions to the improvements and recognize items that will offer specific advantage to them. This perceptual advance is encouraged by mapping which is the arrangement of learning and convictions held by person. A pattern gives a sifting system to a person who concentrates to just a little measure of the first improvements. Thirdly the process is how the ones organize information in physical formation; therefore, they can interpret into a clear picture. Fourthly Interpreting data (Interpretation): The consumer will understand the picked improvements once the determination and association forms have been finished. This procedure is likewise extraordinarily individual since it fills in as a premise of purchaser's desire and past encounters It is basic for advertisers to comprehend the idea of discernment so as to impart their messages effectively to customers. Since the manner in which individuals see and translate may differ contingent upon their point of view.

$H_4$: Mood positively mediates the relationship of customer perception and purchase intention of Generation Z customers.

Methodology

In the coordinating of research exertion, this study used deductive research approach and descriptive research strategy when hypothesis are essential to be attempted. According to Zikmund and Babin (2010) the methodologies and procedures used to aggregate and look at the information related to quantitative research relied on questionnaire-survey that are fully-structured. The study used population of Generation Z consumer in Pakistan, who watch Television commercials. Sample for this study is collected from Faisalabad, Pakistan which is the third largest city of Pakistan in terms of population (PBS, 2019). Majority of data was used local colleges and government universities. 500 questionnaires were distributed out of which 274 responses were fully completed after screening data with a response rate of 54.80%.
The questionnaire was designed by using previous studies; four items related to purchase intention was adopted from Ilicic and Webster (2011). Positive mood was measured by five items adopted from Watson and Clark (1997). Customer perception was measured by four items adopted from (Logan et al., 2012), Celebrity endorsement was measured by four items adopted from Hung et al. (2011). Advertisement context items consisted on Advertisement length 3-items adopted from Rogers (1995) and advertisement message 4-items adopted from Jeong and Jang (2017). Lastly, advertisement frequency consisted on fours items adopted from Majeed and Razzak (2011). All items were measured by using likert scale 1-5 (strongly disagree-strongly agree) (Malhotra, 2006). Reliability analysis showed that all factors than Cronbach alpha >.60 which is acceptance for data examination (Ercan et al., 2007). Such as advertisement Frequency has Cronbach alpha coefficient of 0.64, advertisement context has 0.638, Positive mood has 0.84 and purchase intention has cronbach alpha coefficient of 0.82. Data was analyzed by using SPSS.22 and Process Macro 3.1 (Model-4) by (Hayes, 2013) while considering all the assumption required to execute results i.e linear relationships, Multivariate normality, Homoscedasticity and multicollinearity.

Result and Discussion

Demographics results from 274 respondents showed that 61.31% respondents are male and 53.64% respondent has age 18 to 20 and 46.35% respondent have an age 21 to 24. 130 respondents are doing their bachelors followed by 66 college respondents. The pocket money of respondents showed that 52.91% has <10,000 PKR for their monthly spending. 45.62% respondents of generation Z watch TV less than 1 hour/day. Generation Z respondents are mostly males, university students with less pocket money and lower TV watching pattern see (table-1).

Table 1

<table>
<thead>
<tr>
<th>Description</th>
<th>Freq.</th>
<th>%age</th>
<th>Description</th>
<th>Freq.</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td>Pocket money/month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>168</td>
<td>61.31</td>
<td>&lt;10000 PKR</td>
<td>145</td>
<td>52.91</td>
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<tr>
<td>Female</td>
<td>106</td>
<td>38.68</td>
<td>10,001 - 15,000 PKR</td>
<td>82</td>
<td>29.92</td>
</tr>
<tr>
<td>Age (years)</td>
<td></td>
<td></td>
<td>15,001 – 20,000 PKR</td>
<td>31</td>
<td>11.31</td>
</tr>
<tr>
<td>18 - 20</td>
<td>147</td>
<td>53.64</td>
<td>&gt;20,000 PKR</td>
<td>16</td>
<td>5.83</td>
</tr>
<tr>
<td>21 - 24</td>
<td>127</td>
<td>46.35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrolled Degree</td>
<td></td>
<td></td>
<td>Watching TV/Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-school</td>
<td>23</td>
<td>8.39</td>
<td>&lt;1 Hour</td>
<td>125</td>
<td>45.62</td>
</tr>
<tr>
<td>College</td>
<td>66</td>
<td>24.08</td>
<td>1-3 Hours</td>
<td>72</td>
<td>26.27</td>
</tr>
<tr>
<td>Bachelor</td>
<td>130</td>
<td>47.44</td>
<td>4-6 Hours</td>
<td>58</td>
<td>21.16</td>
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<tr>
<td>Master</td>
<td>53</td>
<td>19.34</td>
<td>&gt;10 Hours</td>
<td>19</td>
<td>6.93</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>.729</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Before analyzing multivariate relationship among variables, this study gathered response regarding Generation Z behavior towards watching Television and their interest towards TV Commercials. So, those respondents’ interests in terms of TVCs category could be identified to better understanding of their attitude and perceived knowledge for ongoing TV commercials. The results showed that 43.43% respondents watch NEWS followed by 19.70% respondents who prefer to watch sports. 39.78% Generation Z respondents prefer Talk-show programs, 28.46% respondents prefer dramas and 18.61% prefer comedy program. Moreover, Generation Z respondents are attracted towards TVCs by music (32.84%), followed by product features (21.16) and sex appeal (16.05%). Majority of respondents prefer to watch TV in their TV lounge (62.40%) followed by bedroom (21.89%) see (table-2). Based on screening information, this study concluded that Generation Z respondents mostly like NEWS channels, preferred programs are Talk-shows with TV lounge as preferred place to watch TV. Generation Z are more attracted towards music along with product features, sex appeal and humor.

Table2

<table>
<thead>
<tr>
<th>Description</th>
<th>Freq.</th>
<th>% age</th>
<th>Description</th>
<th>Freq.</th>
<th>% age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred Channel</td>
<td></td>
<td></td>
<td>Attraction in a TVCs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td>54</td>
<td>19.70</td>
<td>Animations</td>
<td>39</td>
<td>14.23</td>
</tr>
<tr>
<td>Music</td>
<td>44</td>
<td>16.05</td>
<td>Sex Appeal</td>
<td>44</td>
<td>16.05</td>
</tr>
<tr>
<td>NEWS</td>
<td>119</td>
<td>43.43</td>
<td>Product Features</td>
<td>58</td>
<td>21.16</td>
</tr>
<tr>
<td>Entertainment</td>
<td>42</td>
<td>15.32</td>
<td>Humor</td>
<td>43</td>
<td>15.70</td>
</tr>
<tr>
<td>Religious</td>
<td>15</td>
<td>5.47</td>
<td>Music</td>
<td>90</td>
<td>32.84</td>
</tr>
<tr>
<td>Preferred Program</td>
<td></td>
<td></td>
<td>Preferred Place to watch TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drama</td>
<td>78</td>
<td>28.46</td>
<td>Drawing Room</td>
<td>27</td>
<td>9.85</td>
</tr>
<tr>
<td>Talk-show</td>
<td>109</td>
<td>39.78</td>
<td>TV lounge</td>
<td>171</td>
<td>62.40</td>
</tr>
<tr>
<td>Comedy</td>
<td>51</td>
<td>18.61</td>
<td>Bedroom</td>
<td>60</td>
<td>21.89</td>
</tr>
<tr>
<td>Documentaries</td>
<td>29</td>
<td>10.58</td>
<td>Cafeteria</td>
<td>16</td>
<td>5.86</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>2.55</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Descriptive statistics present mean and standard deviation of variables i.e, advertisement frequency has mean/std. dve of 3.42±6.25 and purchase intention has mean/std. dev of 3.414±954. Moreover, correlation (see table 3) showed that all variables are positively correlated that support for testing hypotheses. The correlation between purchase intention and advertisement frequency is .369**and purchase intention and positive mood is .449**which means that both variables are positively correlated with purchase intention and coefficient are within desired range.
Table 3

Mean, Standard deviation and Correlation

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Dev</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AF</td>
<td>3.428</td>
<td>.625</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>CE</td>
<td>3.077</td>
<td>.740</td>
<td>.353**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>AC</td>
<td>3.580</td>
<td>.604</td>
<td>.467**</td>
<td>.336**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>CP</td>
<td>3.427</td>
<td>.716</td>
<td>.407**</td>
<td>.395**</td>
<td>.520**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>PM</td>
<td>2.987</td>
<td>.968</td>
<td>.382**</td>
<td>.427**</td>
<td>.436**</td>
<td>.553**</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>PI</td>
<td>3.414</td>
<td>.954</td>
<td>.369**</td>
<td>.274**</td>
<td>.372**</td>
<td>.537**</td>
<td>.449**</td>
</tr>
</tbody>
</table>

*p < 0.05; **p < 0.01;

The PROCESS macro (SPSS) presented mediation results (see table-4) that showed positive mood mediates relationship between advertisement frequency, advertisement context, celebrity endorsement, customer perception and purchase intention. Moreover, partial mediation prevail in (advertisement frequency, advertisement context, customer perception) and purchase intention which means these variables directly and indirectly affect purchase intention. Such as, relationship between customer perception and purchase intention presented β of .72** which reduce after introducing positive mood as mediator β of .55**. However, full medication is observed between the relationship of celebrity endorsement and purchase intention. The total effect is .35**, existence of positive mood (Path-b) with β of .40** showed direct effect of celebrity endorsement on purchase intention is .13 (non-significant).

Table 4

Mediation results

<table>
<thead>
<tr>
<th></th>
<th>Path-a β (se)</th>
<th>Path-b β (se)</th>
<th>Total effect</th>
<th>Se</th>
<th>Indirect effect</th>
<th>Se</th>
<th>LL CI</th>
<th>UL CI</th>
<th>Direct effect</th>
<th>Se</th>
<th>LL CI</th>
<th>UL CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF→PM→PI</td>
<td>.59** (.09)</td>
<td>.36** (.06)</td>
<td>.56**</td>
<td>.09</td>
<td>.21</td>
<td>.06</td>
<td>.11</td>
<td>.33</td>
<td>.35**</td>
<td>.09</td>
<td>.17</td>
<td>.53</td>
</tr>
<tr>
<td>AC→PM→PI</td>
<td>.70** (.09)</td>
<td>.35** (.06)</td>
<td>.59**</td>
<td>.09</td>
<td>.24</td>
<td>.06</td>
<td>.13</td>
<td>.36</td>
<td>.34**</td>
<td>.10</td>
<td>.15</td>
<td>.53</td>
</tr>
<tr>
<td>CE→PM→PI</td>
<td>.56** (.08)</td>
<td>.40** (.06)</td>
<td>.35**</td>
<td>.08</td>
<td>.22</td>
<td>.05</td>
<td>.13</td>
<td>.33</td>
<td>.13</td>
<td>.08</td>
<td>.03</td>
<td>.29</td>
</tr>
<tr>
<td>CP→PM→PI</td>
<td>.75** (.07)</td>
<td>.22** (.06)</td>
<td>.72**</td>
<td>.07</td>
<td>.16</td>
<td>.06</td>
<td>.05</td>
<td>.29</td>
<td>.55**</td>
<td>.08</td>
<td>.39</td>
<td>.72</td>
</tr>
</tbody>
</table>

*p < 0.05; **p < 0.01; SE= Standard Error; LLCI (Lower confidence Interval); ULCI (Upper Confidence Interval);
AF, Advertisement Frequency; AC, Advertisement Context; CE, Celebrity Endorsement; CP, Customer Perception; PM, Positive Mood; PI, Purchase Intention
Discussion

Based on the results, it is summarized that advertisement context (humor, music & message) usually encourages the consumers to memorize and purchase the product. The study of Jeong and Jang (2017) also suggested that customers focus on the goals, interests, wants, and needs of the customers in their advertisement message. Therefore, it is seen that context usually impact customer mood for encouraging them to purchase the product/service. For example, if any company is entering in the smartphone industry and its main feature is affordability, then, its advertisement focus should be on the price of product. The work of Saleem and Abideen (2011) has explored that companies who focused on humor/music TVCs have attracted the attention of larger audience. Moreover, customers are also easily convinced through humor advertisement due to their greater involvement in the product and resulted into the increase purchase intention of the customers (Saleem & Abideen, 2011). The content and message of advertisement is also easily understood by the customers through humor advertisement. It has also been explored that brand name and product is easily memorized when it is advertised in a humorous manner and purchase intention is increasing due to humor advertisement.

As results has explained that advertisement frequency in terms of (repetition and length) has impact on customer purchase decision. The results supported the study of Kumar and Raju (2013) which summarized that repetition of TVC increase the chances of purchase intention because band image of product/service guide customer recall the TVC, when it is advertised frequently. Moreover, length of advertisement also significantly impacts the purchase intention and nowadays, TVCs of 15-30 seconds usually attract the customers by significant manner. Customers are usually attracted by the suitable length of the commercials as advertisement message is clearly understood by them (Turley & Shannon, 2000). Therefore, zapping is usually observed when advertisement is lengthy as the customers become bore which impact their mood and purchase intention based on higher recall rate of advertisement frequency.

Believe of the customers on company’s product/service is increased when celebrities are used in TVC to spread a positive message (Muda et al., 2014). However, it is necessary that matching celebrities should be hired for advertisements so that a huge impact can be created. Celebrities are usually hired to promote services or products with higher social risk i.e. cars, jewelry, whereas, experts are hired for the advertisements of professional appliances and medicine (Boyland & Halford, 2013). For example, if a product is Pakistan in Pakistan impact of any television advertisement with Hollywood actors will be less effective, then, a local actor.

Television commercial is considered as one of the most effective mediums to gain reactions of customers and stronger reactions are usually observed through this medium (Hartmann & Apaolaza-Ibáñez, 2012). However, it is difficult for the individuals to understand the messages properly if they’re not in a good mood. Another important element that influence the purchase intention of the customers through television advertisement is music as it has been found that there is positive impact of music
on the advertising responses and consumer mood (Ilicic & Webster, 2011). It is common that pleasant music usually make individuals comfortable, and relax, therefore, pleasant music in advertisement can also encourage the customers to buy a particular product or service (Radocy & Boyle, 2012). However, it is also important that music should be according to the content of advertisement; for example, if the advertisement is funny, then, sad music will not influence the purchase intention of the customers (Bishnoi & Sharma, 2009).

**Conclusion**

The television advertisement has become one of the largest advertisement medium all over the world and it is also leading medium of advertisement in Pakistan as well. However, due to technological advancement, customers are largely concerned and updated about the leading brands and their products (Athey & Gans, 2010). Moreover, competition is also growing in the Pakistani industry due to increasing opportunities in Pakistan. Over the past few years, several leading multinational brands have entered in Pakistan and competition has been intensified due to the presence of these brands. Due to increasing competition and awareness, the effectiveness of the television advertisement has become a real question. Nowadays, companies are really focusing on the content and duration of their advertisements, so that, customers can be attracted, and purchase intention can be increased. (Elsen, Pieters, & Wedel, 2016).

Advertisement frequency is highly relevant to the purchase intention and mood of the customers. It is common that advertisements are mostly aired several times on television. The frequent advertisement of a particular brand or its product or services increases the awareness of the customers towards a particular brand (Domazet, Đokić, & Milovanov, 2017). Similarly, advertisements remained in the minds of the customers due to frequent advertisement and this is usually helpful in their shopping experience. From the study, it can be found that advertisement frequency positively affects the mood of the customers and purchase decision is also affected. Thus, it can be concluded that mood and purchase intention of the customer is increased with the advertisement frequency. Similarly, it can also be concluded that purchase intention is also increased with advertisement context.

Celebrities are commonly used by the companies in the advertisement and it is assumed that purchase intention is positively affected by celebrities and endorsers. Celebrities have millions of followers and their appearance in the advertisement can be effective for the companies (Kakkar, Sharma, & Gupta, 2019). In this study, impact of celebrities and endorsers on the purchase decision of the customers has been analyzed. However, it can be found that purchase intention is not affected by the celebrities. Therefore, it can be concluded that celebrity appearance in the advertisement don’t have any significant impact on mood and purchase intention of generation Z customers. Moreover, it can also be concluded that purchase intention and mood is positively affected by the customers’ perception. It will be helpful for the marketers to understand the changing trends of Generation Z.
This study has been conducted for Generation Z customers and this generation is highly dependent on technology and quickly responding to the trends. It is recommended that marketers should focus on the customers’ perception. If the perception of the customers is positive, then mood of the customers would be good and it would increase the purchase intention of the customers. Moreover, it is also recommended that advertisers should focus on the advertisement frequency as well. If the advertisements are aired frequently, it would remain in the minds of the customers and it will improve their shopping experience and purchase intention will be higher. Advertisers should also focus on the advertisement context as well because it will also positively affect the purchase intention of the customers.

The future studies could be conducted on other generations as well so that the impact of television advertisements can be measured on other segments as well. However, comparative analysis could be done on Generation Z of Pakistan and any other Asian country or comparative analysis of generation Z of Pakistan and developed countries as well. With regards to limitations, results of study can’t be applied on any other advertisement medium.

Reference


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