Influence of Advertising on Customer Behavior

Name

Institutional Affiliation

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**Chapter 4: Data Analysis**

**4.1 Introduction**

This section deals with the results of the questionnaire. In particular, data analysis entails the administration of questionnaires as the means of gaining a broader range of insights from the selected sample population. The results obtained were presented methodically in attempts to address the research hypotheses and answer the research questions. Moreover, analysis of the quantitative data included the use of SPSS to facilitate the screening, editing, entering, coding, and classifying, in addition to generating both the descriptive as well as inferential statistics from the information.

**4.2 Section A: Descriptive Analysis**

Because the research questions captured the information in reliable way, the distribution and the frequencies of the information collected was elaborated below.

The data gained from the questionnaires also comprised of answers for some demographic characteristics. These characteristics were vital in analyzing the respondents of this research, and especially those participating in filling the administered questionnaires. Table 1 as well as figure 1 below shows the age distribution of the respondents in this research.

*Table 1: Age Distribution*

|  |  |
| --- | --- |
| Age | Frequency |
| less than 25 | 10 |
| 26-35 | 50 |
| 36-45 | 30 |
| Above 46 | 10 |

*Figure 1: Age Distribution*

With the age distribution of the respondents shown above, the main portion that was influenced by the advertisements lied between 26 years to 35 years. Along with this significant number of respondents, those between the ages of 36 to 45 years were also influenced by advertising. In terms of income, the following table 2 and figure 2 below shows the income distribution among the participants.

|  |  |
| --- | --- |
| Table 1: Income distribution | |
| Income ($) | Frequency |
| 0-14999 | 10 |
| 15000-24999 | 15 |
| 30000-59999 | 50 |
| 60000 or above | 5 |

From the above income distribution data, the income levels of the respondents are shown. As such, it is clear that people that have enough income are more responsive to the advisements when compared to those with low levels of income. In this sample, customers with income in the range of $25,000 - $59,999 were the most responsive to advertisements. These were the persons that mostly watched advisements and made suitable decisions while purchasing air tickets.

In terms of education, table 3 and figure 3 shown below highlights the education levels of the participants who took part in this particular research.

|  |  |
| --- | --- |
| Table 3: Respondents' education | |
| Education | Frequency |
| MSC/MBA | 30 |
| BSC/other degree | 40 |
| Diploma/Higher diploma | 10 |
| Professional certificates | 15 |
| other | 5 |

**4.3 Section B: Inferential Analysis**

In the present research, testing of the research hypotheses was done. Here, the first hypothesis sought to determine the link between the customer’s willingness to purchase a product and the print media.

**4.3.1 Hypothesis 1**

*H0: There is no link between the willingness of a consumer to purchase a product and the print media.*

*H1: There is a link between the willingness of a consumer to purchase a product and the print media.*

Thus, this first hypothesis sought to evaluate the association between advertisement as well as the customer willingness to buy. As advertisement is the main source that influences the client’s willingness to make a purchase a product, it plays an important function. As such, this link was established in the following table.

|  |  |  |  |
| --- | --- | --- | --- |
| ***Advertisement*** |  | ***Willingness to Purchase*** |  |
| Mean | 3.5 | Mean | 16.66666667 |
| Standard Error | 0.763762616 | Standard Error | 4.772607021 |
| Median | 3.5 | Median | 15 |
| Mode | #N/A | Mode | 5 |
| Standard Deviation | 1.870828693 | Standard Deviation | 11.69045194 |
| Sample Variance | 3.5 | Sample Variance | 136.6666667 |
| Kurtosis | -1.2 | Kurtosis | -2.41374182 |
| Skewness | 0 | Skewness | 0.245144813 |
| Range | 5 | Range | 25 |
| Minimum | 1 | Minimum | 5 |
| Maximum | 6 | Maximum | 30 |
| Sum | 21 | Sum | 100 |
| Count | 6 | Count | 6 |
| Confidence Level (95.0%) | 1.963314307 | Confidence Level (95.0%) | 12.26837692 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SUMMARY OUTPUT |  |  |  |  |  |
|  |  |  |  |  |  |
| *Regression Statistics* | |  |  |  |  |
| Multiple R | 0.777290927 |  |  |  |  |
| R Square | 0.604181185 |  |  |  |  |
| Adjusted R Square | 0.505226481 |  |  |  |  |
| Standard Error | 8.223080178 |  |  |  |  |
| Observations | 6 |  |  |  |  |
|  |  |  |  |  |  |
| ANOVA |  |  |  |  |  |
|  | *df* | *SS* | *MS* | *F* | *Significance F* |
| Regression | 1 | 412.8571429 | 412.8571429 | 6.105633803 | 0.048875886 |
| Residual | 4 | 270.4761905 | 67.61904762 |  |  |
| Total | 5 | 683.3333333 |  |  |  |
|  |  |  |  |  |  |
|  | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* |
| Intercept | -0.333333333 | 7.655271034 | -0.043542983 | 0.967355656 | -21.58777312 |
| X Variable 1 | 4.857142857 | 1.965692137 | 2.470958074 | 0.048875886 | -0.600493455 |
|  |  |  |  |  |  |

With the sample size of 100, the above regression results shows that the significance of the test is 0.0488, which is less than 0.05, demonstrating that the null hypothesis was rejected in favor of the alternative hypothesis. As such, it was proven that indeed, there was a link between advertising and customers’ willingness to purchase.

**4.3.1 Testing the Relationship between Response and Explanatory Variables**

The following table shows the correlation between the two variables.

|  |  |  |
| --- | --- | --- |
|  | Advertisement | Willingness to purchase |
| Advertisement | 1 |  |
| Willingness to purchase | 0.777290927 | 1 |

In the above hypothesis, a correlation test was applied on the 100 sample size. As can be seen, the results indicate that there exists a strong relationship between the two variables.