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Institute of Business Administration (IBA)
University of Dhaka

IMPACT OF TELEVISION COMMERCIALS ON RURAL MEN'S BUYING HOUSEHOLD PRODUCTS

Submitted by:

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In conformity with the requirements for a Doctor of Business Administration, this thesis is presented.
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Abbreviations

ATT	Attitude
ANOVA	Analysis of Variance
AMOS	A SEM Software
AGFI	Adjusted Goodness of Fit Index
BTV	Bangladesh Television
CR	Critical Ratio
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN	Normed Chi-square
CN	Confidence
DF	Degrees of Freedom
EFA	Exploratory Factor Analysis
EXP	Experience
EXPT	Expectation
GFI	Goodness of Fit Index
INV	Involvement
KMO	Kaiser-Meyer-Olkin
MR	Materialism
MT	Motivation
NFI	Normed Fit Index
PK	Purchase Knowledge
PSC	Primary School Certificate
PQ	Perceived Quality
PTV	Pakistan Television
QI	Quality Interest
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modelling
SPSS	Statistical Package for Social System
SC	Social Consciousness
TLI	Tucker Lewis Fit Index
TV	Television
TVC	Television Commercial

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Certificate of Authorship

I hereby declare that this thesis is my personal work and that, to the best of my knowledge and belief, it contains no material published or written by another person nor material which to a substantial extent has been approved or accepted for the award of any other degree or diploma of a university or other institution of higher learning, except where due acknowledgement is made in the acknowledgement.

Md. Shamsul Haque

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Certificate of Supervisor

This is to certify that the thesis entitled “Impact of Television Commercials on Rural Men’s Buying Household Products” submitted by Md. Shamsul Haque, a student of Doctor of Business Administration, Institute of Business Administration (IBA), University of Dhaka, in fulfilment of the requirement for the degree of Doctor of Business Administration (DBA) is a record of original research work carried out by him.

The entire research work has been completed under my close supervision and active guidance. To the best of my knowledge and confidence, the research paper substantiated significantly the objectives of the research topic.

The thesis is up to the desired standard both in respect of content and substances for being referred to the examiners.

Md. Ridhwanul Haq, PhD
Professor, Institute of Business Administration
University of Dhaka

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Report on the DBA online seminar offered by Md. Shamsul Haque of the Institute of Business Administration (IBA), Dhaka University.

A DBA seminar was held on 25th March, 2021 at 04 pm on the topic "**Impact of Television Commercials on rural men's buying household products**". The seminar was held in pursuance of the DBA policy guidelines. The documents of the seminar were placed on 6th April, 2021 in the meeting of academic committee of IBA and passed. The seminar paper was presented by Mr. Md.Shamsul Haque, a DBA student of IBA. He is doing his research for DBA under the supervision of Professor Dr. Md. Ridhwanul Haq. This was his 1st seminar and Professor Dr. Syed Ferhat Anwar, Director, IBA presided over the seminar.

Particulars of the DBA student

Name of the research fellow: **Md. Shamsul Haque**
Registration number: **12/2016-2017**
Date of joining: **17/01/2016**
Topic of the research: **Impact of Television Commercials on rural men's buying household products.**
Name of the supervisor: **Professor Dr. Md. Ridhwanul Haq, IBA, DU.**

Particulars of the seminar

All faculty members of IBA (who are the members of academic committee of IBA) and DBA students were invited to attend the seminar and to take part in the deliberation. Six faculty members and some DBA students of IBA attended to the seminar.

Deliberation of the seminar:

Professor Dr. Md. Ridhwanul Haq introduced the DBA student Md. Shamsul Haque and gave a brief description. Thereafter, Md. Shamsul Haque delivered his presentation on his topic outline. He presented background of the study, problem statement, research gap, proposed hypothesis, conceptual framework, broad and specific objectives and research methodology in detail along with area of literature review. Finally, he answered to the questions and quarries.

Among the faculty members of IBA, Professor Dr. Syed Ferhat Anwar, Mr. Mohammad Abdul momen, Mr. Mushtaque Ahmed, Dr. Md. Mohiuddin, Dr. Milita Mehjabeen, Dr. Md. Ridhwanul Haq took part in the discussion.

Mr. Mohammad Abdul Momen asked the reason why only TVCs considered while other medias also play role. Professor Dr. Syed Ferhat Anwar commented that the sampling technique using probability sampling for this study might be very difficult task. He however suggested to follow non-probability Quota sampling based on control variables. Dr. Milita Mehjabeen commented that since TVCs still plays significant role in rural areas the proposed study on Impact of TVCs might be interesting. She however suggested to show rational for exclusion of other medias. Dr. Ridhwanul Haq commented in favour of the proposed study and suggested extensive literature review. Finally Professor Dr. Syed Ferhat Anwar advised to focus meticulously on literature review and to mention reference against each variable. He reminded the time frame for the study and advised to be very cautious.

The participants of the seminar expressed their satisfaction with the progress of this work. However, they suggested to complete the work as soon as possible and go for the second seminar at the earliest. After that, Md. Shamsul Haque conveyed thanks to the esteemed faculty members and DBA students for their participation and for valuable suggestions. At the end, Director of IBA thanked Md. Shamsul Haque and the participants and concluded the seminar.

Professor Dr. Md. Ridhwanul Haq
Supervisor, IBA, University of Dhaka.

Professor Dr. Syed Ferhat Anwar
Director, IBA, University of Dhaka.

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Report on the DBA online seminar offered by Md. Shamsul Haque of the Institute of Business Administration (IBA), Dhaka University.

A DBA seminar was held on 24th January, 2022 at 02-30 pm on the topic"**Impact of Television Commercials on Rural Men's Buying Household Products**". The seminar was held in pursuance of the DBA policy guidelines. The documents of the seminar were placed on 8th February, 2022 in the meeting of academic committee of IBA and passed. The seminar paper was presented by Mr. Md.Shamsul Haque, a DBA student of IBA. He is doing his research for DBA under the supervision of Professor Dr. Md. Ridhwanul Haq. This was his 2nd seminar and Professor Mohammad Abdul Momen, Director, IBA presided over the seminar.

Particulars of the DBA student

Name of the research fellow: **Md. Shamsul Haque**
Registration number: **12/2016-2017**
Date of joining: **17/01/2016**
Topic of the research: **Impact of Television Commercials on Rural Men's Buying Household Products.**
Name of the supervisor: **Professor Dr. Md. Ridhwanul Haq, IBA, DU.**

Particulars of the seminar

All faculty members of IBA (who are the members of academic committee of IBA) and DBA students were invited to attend the seminar and to take part in the deliberation. Eightfaculty members and some DBA students of IBA attended to the seminar.

Deliberation of the seminar:

Professor Dr. Md. Ridhwanul Haq introduced the DBA student Md. Shamsul Haque and gave a brief description. Thereafter, Md. Shamsul Haque delivered his presentation on his topic outline. He presented Broad Objective, Specific Objectives, Research Methodology, Conceptual Framework, Research Schema, Research Hypotheses, Statistical Analysis and Findings, Synopsis and Conclusion in detail. Finally, he answered to the questions and quarries.

Among the faculty members of IBA, Professor Mohammad Abdul Momen, Dr. Syed Ferhat Anwar, Dr. Jawadur Rahim Zahid, Professor Mushtaque Ahmed, Professor Sheikh Morshed Jahan, Dr. Md. Mohiuddin, Dr. Milita Mehjabeen, Dr. Sakila Yasmin, Dr. Md. Ridhwanul Haq and others took part in the discussion.

Professor Mohammad Abdul Momen asked the reason why only TVCs considered while other media also play role. Professor Dr. Syed Ferhat Anwar commented that the FGD and the In-depth Interview which were done for searching variables need to be mentioned properly. Dr. Md. Mohiuddin commented that the interpretation of statistical analysis should clearly specify that all the hypotheses are accepted. Dr. Sakila wanted to know how the data were collected. Dr. Ridhwanul Haq commented that since TVCs still play significant role in rural areas the proposed study on Impact of TVCs on rural men's buying household products is very much interesting and justified. He however suggested to show rational for exclusion of other media. Finally Professor Dr. Syed Ferhat Anwar wanted to see the questionnaire and expressed satisfaction to see the appropriate measurement scale, 5 point Likert scale, to measure the impact of TVCs on rural men. He suggested to incorporate all acceptable suggestions and to show the rational of choosing only TVCs, only rural men and specific geographical area in the limitation of the research. The participants of the seminar expressed their satisfaction for the field level data collection and extensive statistical analysis and findings of the research work. After that, Md. Shamsul Haque conveyed thanks to the esteemed faculty members and DBA students for their participation and for valuable suggestions. At the end, Director of IBA thanked Md. Shamsul Haque and the participants and concluded the seminar.

Professor Dr. Md. Ridhwanul Haq
Supervisor, IBA, University of Dhaka.

Professor Mohammad Abdul Momen
Director, IBA, University of Dhaka.

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I thank my wife and other family members who constantly inspired me to complete the thesis, although during this period, I hardly had time or care for them.

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This thesis on Doctor of Business Administration (DBA) is dedicated to my father late Md. Dalil Uddin Gazi and mother late Ms. Amena Khatun with love and gratitude.

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Abstract

Understanding consumer perception and the impact of Television Commercials on buying products are well recognized in developed countries. With the growth of electronic media, e.g. television, it has created a wide range of opportunities for marketing and consumer analysts to improve existing practice in this area. Given that all documented literature on the impact of TV commercials on consumers' perceptions has been conducted internationally, this research is motivated by a gap in advertising literature. Not much research has been done on TVCs that influence on consumer perception in Bangladesh. Whatever research has been done on TVCs' influence in Bangladesh, those were done on consumers' perception of urban areas, on women, students or, on teenagers. However, impact of TVCs on rural men buying household products that identifies the responsible perception factors has not been done. In view of this fact, the perception of consumers with regard to TVCs should be explored in particular since there is no emphasis placed on their effect on Rural Men's perceptions in Bangladesh. In view of these gaps in knowledge, the research question explored here is as follows: How do television commercials (TVC) influence the factors of rural men's buying decisions towards household products?

This research problem has not been adequately explored in the current literature. However, literature from the relevant discipline was integrated and synthesized to develop a frame- work about impact of TVCs on rural men's perception of buying decisions and thus arrive at following broad objective and three specific objectives:

Broad objective: To understand how Television Commercials (TVCs) influence the perception and buying decision of Bangladeshi rural men towards household products.

Specific objectives:

1) To identify the factors of rural men's perception of buying decisions influenced by TVCs.
2) To identify the outcome factors of rural men's involvement with TVCs towards buying decisions.
3) To develop and test a model of the rural men's buying decisions toward household products in Bangladesh.

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These research objectives have been investigated by a combination of qualitative and quantitative methods, the sequential mixing method. The first phase included two focus groups, which discussed the establishment of an existing literature and further clarifying and refining a theoretical framework. In the second stage, the test of the proposed model of the impact of TVCs on rural men's perception and involvement outcome factors was carried out using a survey methodology. The data, as well as eleven hypotheses proposed in the main model were analyzed by this study using a structural equation modelling technique.

In the primary model, through qualitative analysis, we had total of 10 Factors/complex variables and 50 scale items/Simple Variables under the perception Domain and Involvement outcome Domain.

We have used reliability statistics, KMO sampling adequacy measures, Bartlett's sphericity test and the data obtained from a field survey to check their compatibility. From Cronbach's Alpha, KMO and Bartlett's test, we found that all 50 variables are reliable and can be treated as a scale item.

However, when EFA & CFA were done and communalities for all the variables were checked , we found that out of 50 variables total 45 variables are greater than 0.4 except 5 variables which are below 0.4. Hence, among the 50 variables, except for 5 unacceptable variables, all the remaining 45 variables were treated as scale items.

The proposed revised model has shown that Cronbach coefficient values for all factors are more than 0.8, and KMO values of the sampling adequacy test have also been above 0.7. We may conclude that the scale reliability of our data is good, and therefore, our data is internally consistent and adequate for our model.

From regression weight and standardized regression weight analysis, we found that the *p* values are significant and the estimate values are acceptable. We have found out from the model fit indices, that our revised model is more significant and well-fitted than the primary model.

Therefore, the proposed model and all the eleven hypotheses are not rejected. Hence, we may conclude that TVCs significantly influence the selected five factors of perception and that TVCs' involvement has substantial impact on the selected five

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outcome factors. It has also been proved that “Perception towards TVC” domain has a great impact or statistically significant effects on the “Involvement Outcome with TVC” domain.

From all the above analysis and findings, we may conclude that the revised model along with all the eleven hypotheses and factors (complex variables) are established except for a few simple variable, which were discarded according to test analysis.

These findings have an impact on the three research objectives. The development and confirmation of a final theoretical model concerning the impact of TV commercials on rural men's perception as well as their involvement outcomes has been an important contribution to this research. That model is a contribution because it is the first intensely researched step forward regarding the impact of TVCs on rural men’s buying household products. This thesis has both theoretical and practical implications in the area of consumer’s perception and consumer’s involvement outcome factors. In order to reflect the process and give a basis for future research, this model has been developed from theory and empirical studies carried out in that study.

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Chapter- 1: Introduction

1.1 Background of the study

Today, the television has become a crucial part of life for ordinary people. There is a fact that different media disseminate information to the public, but television advertising videos play an important role in human's purchasing behavior. Television advertisements that broadcast on television can be combined with image and sound communication, which could have an impact on their target audience. As a result, TV advertising is considered to be the main medium for informing consumers of all products.

Dr Karen Nelson Field (2018), in her new research found that, television remains the most efficient form of advertising in comparison to Facebook and YouTube. Her study found that in an average ad second, overall, TV commanded more attention with twice the active viewing of YouTube and 15 times that of Facebook. The research concluded that Facebook coverage, on average, is about 10% of the screen compared to YouTube, which is about 30%. Compared with TV, it's always showing 100 % pixels, 100% coverage, and 100% of the time.

Television, because of the combination of audio and video content, is more advantageous than others in its ability to combine these elements. It also guarantees the immediateness and popularity of products, making it an important option for creative marketing. For all households in the high and middle classes, a television set became an integral part of their daily lives over time. In order to reach the hearts and minds of their customers, advertisers have found that using television rather than print media is more efficient. TV advertising has been found to influence people's daily lives not just in terms of changing their emotions, but also how they live. (Patel, G. & Jain, R., 2015)

Zahid Mahmood Zahid et al., (2016), in their study found that television advertising is able to penetrate larger audiences within such a brief period of time. It facilitates public awareness and knowledge about brand products and services, thus providing a common overview of them. Today, television is one of the most effective ways to communicate information about a product or service. Television is a mass media whose effects on

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people's behavior, lifestyle and standard of life are influenced by cultural and geographical differences. A number of major multinational marketing organizations are promoting their products to the widest possible audience.

The research article by Khanam Anisa et al., (2017) stated that Television (TV) is one of the most famous recreation sources in the world. T.V. allows a creative person to express his ideas and demonstrate them for a large and widely dispersed audience through the combination of movement, sound, speech, color, personality or stage design. T.V plays a key role to persuade, inform and remind potential or current customers that they must make their own decision on the brand. It contributes to creating the aspirations and dreams of a customer, by helping them make an informed choice in terms of products and brands. When introducing a product or increasing familiarity with the product, T.V advertisements play an important role. It's also an incentive for the consumer to buy a product. As consumers associate a brand with celebrity, and are able to easily register the brand, T.V advertising with endorsements creates easy recall for customers of an advertised brand or product. T.V Advertising also helps create Top of the Mind Awareness of a brand and aims to facilitate brand recall.

An important role in influencing the decision to buy a product is also played by advertising. The choice of a particular product is influenced by socio-economic factors like gender, age, education, occupation and income which are instrumental in influencing consumers' purchasing decisions.

The attitude to advertising and the product is directly linked. The customer has faith in advertising until he buys the goods, and then they are free to be satisfied or unhappy with them.

Advertising in the old days began to evolve. In order to attract the customers of their product, various societies have used symbols and pictorial signs. These procedures have been applied to the promotion of products over a number of centuries. As a result of its success, the phenomenon has gained increased popularity for promotional purposes. Nowadays, advertisements are a major communication tool between manufacturers and users of products. The acquisition of consumer reaction to their product is a significant concern for manufacturers, so that they are able to make use of those responses in order

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to improve their products and sales. Until a manufacturer invests in publicity activities for which the consumer market has been dominated by advertising, it cannot even hope to be regarded as an established brand. In order to affect the performance of products and their easy adaptation in a mass population, advertising is an effective tool for advertisers. This helpful tool, advertising, is multidimensional and another form of publicity. Advertising is designed to appeal to a large audience, and people are drawn to this medium. Advertising, to use the simplest term, is an announcement for a new products, services or concepts that has been launched through popular mass media. In order to take advantage of their popularity and highest reach, the most suitable medium is chosen. In reaching today's customers, television continues to be the most effective medium and also one of the best in terms of connecting people with brands. Advertising via TV provides advertisers with the option to reach and inform a large audience of businesses, products or services. Television's appeal to the educated and illiterate is one of its characteristics, which can distinguish it from other media.

This research seeks to identify the perception factors of rural men's buying household products influenced by TVCs and also to identify the involvement outcome factors with TVCs which influence rural men to take purchase decisions of household products.

1.2 Research Gaps

A gap in the literature on advertising suggests that this research is primarily concerned with influencing consumer perceptions through TVCs, as all documented studies have been directed at consumers around the world. Not much research has been done on TVCs' influence on consumer perception in Bangladesh. Whatever research has been done on TVCs' influence in Bangladesh, those were done on consumers' perception of urban areas, on women, students, or on teenagers. However, the impact of TVCs on rural men's buying household products has not been done identifying the responsible perception factors. Since there has been no focus on the impact of TVCs on rural men's perception in Bangladesh, it is therefore necessary to explore consumers' perception towards TVCs in particular.

1.3 Research Problems, Questions, Objectives and Hypotheses

The research is concerned with the following problem:

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How do television commercials (TVC) influence the factors of rural men's buying decisions towards household products?

Bangladeshi rural men have emerged as remarkable and prominent buyers and consumers of household products. Hence the concerned industry, researchers, and marketers need to know how television commercials (TVC) influence the factors of rural men's buying decisions towards household products.

Research Questions:

1) What are the perception factors of rural Bangladeshi men that influence them towards buying household products from TVCs?
2) What are the involvement outcome factors with TVCs that influence rural men to purchase household products?
3) Does the proposed model reflect the factors of rural Bangladeshi men's buying decisions?

Research Objectives:

The objectives of this research, which has a correlation with the theory that is investigated in Chapter 2, can be seen as follows on the basis of the aforementioned Research Problem.

Broad Objective:

To understand how Television Commercials (TVCs) influence the perception and buying decision of Bangladeshi rural men towards household products.

Specific Objectives:

1**)** To identify the factors of rural men's perception of buying decisions influenced by TVCs.
2) To identify the outcome factors of rural men's involvement with TVCs toward buying decisions.
3) To develop and test a model of the rural men's buying decision toward household products in Bangladesh.

Hypotheses:

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On the basis of existing literature, following hypotheses have been developed and tested in this research:

H1: TVCs have positive influence on attitude factors of rural men towards buying household items.

H2**:** TVCs have positive influence on motivation factors of rural men towards buying household items.

H3**:** TVCs have positive influence on perceived quality factors of rural men towards buying household items.

H4**:** TVCs have positive influence on experience factors of rural men towards buying household items.

H5: TVCs have positive influence on expectation factors of rural men towards buying household items.

H6: TVCs' involvement has positive influence on purchase knowledge outcome factors of rural men towards buying household items.

H7: TVCs' involvement has positive influence on confidence outcome factors of rural men towards buying household items.

H8: TVCs' involvement has positive influence on social consciousness outcome factors of rural men towards buying household items.

H9: TVCs' involvement has positive influence on materialism outcome factors of rural men towards buying household items.

H10**:** TVCs' involvement has positive influence on quality interest outcome factors of rural men towards buying household items.

H11: TVCs' Perception has positive influence on TVCs' Involvement.

1.4 Justification of Research

This study is designed for methodological, theoretical and managerial contributions to the literature. In Bangladesh, the state of affairs and condition may not be particularly relevant, although many researchers have come up with various models that influence consumer perception of advertising and are crucial to a successful response from consumers. This, in view of this context, is why the study should develop a model to reflect rural Bangladeshi consumers' perceptions of television commercials that can be used by advertisers and companies communicators in Bangladesh to better market their TV commercials and receive more favorable consumer reactions.

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The research objective is to investigate what kind of perception factors rural men have on buying household products based on television commercials. Effective market research on consumer behavior to obtain the essential information about it needs to be conducted, with a view to stimulating and obtaining favorable reactions from the target audience. Their preferences, ages, purchasing habits, purchase decisions and others are also covered by this information.

Investigating this subject matter is necessary to both advertisers and consumers. This study will:

a) Explain to the consumer how advertisers are trying to persuade them to buy their products.
b) Inform producers, companies, marketing organizations and advertising agencies if their strategies are effective.
c) Help consumers understand the effects of particular deceptive messages in adverts.
d) Help advertisers identify the advertising medium that gets consumers' attention.
e) Inform advertisers about their level of impact on the buying power of the consumer.

With the significant development of socio-economic condition of rural Bangladesh, the rural men have emerged as remarkable and prominent buyers and consumers of household products.

Rural men play a vital role in making buying decisions for which the concerned industry, researchers, and marketers need to know their consuming behavior especially the factors which influence them to make buying decisions. Not much research has been done on TVCs' influence on rural Bangladeshi men towards buying household products.

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1.5 Research Methodology

Positive approaches are taken into account by this research. Understanding how TV commercials affect perceptions and buying decisions of Bangladesh's rural population on household products has been the overall objective of this research, with specific objectives:

1) To identify the factors of rural men's perception of buying decisions influenced by TVCs.
2) To identify the outcome factors of rural men's involvement with TVCs towards buying decision.
3) To develop and test a model of the rural men's buying decisions toward household products in Bangladesh.

We adopted both qualitative and quantitative approaches in this research. At the exploratory stage, Qualitative research was adopted and used focus group discussions (FGDs) of rural men in rural Bangladesh. The existing constructs and their measurement scale items were refined adopting focus group discussions (FGDs) and making them relevant to Bangladesh,

Based on the existing literature and qualitative research findings, a Quantitative Survey Instrument has been designed. The instrument was distributed among a representative sample of rural middle class men in Bangladesh. The target population for the study was the rural men of Bangladesh aged between 18 to 65 years. With the help of multistage non-random sampling techniques, 400 respondents were selected from 10 villages of 5 sub districts in one large district of rural Bangladesh, where characteristics of almost all rural men are available. Data were gathered from 400 respondents by using a self-administered questionnaire. The collected data were analyzed using exploratory factor analysis (EFA) followed by confirmatory factor analysis (CFA). In addition, a method of quantitative multivariate technique, the Structural Equation Modeling (SEM) was used to test the model

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1.6 Outline of the Thesis

The research work has been organized into eight chapters.

Chapter-1 describes the introductory issues like the background of the research, research gaps, research problem, objectives, hypotheses, research justification, research methodology, definitions, delimitations of scope and key assumptions.

Chapter-2 establishes a theoretical basis for the study which is derived from an examination of relevant literature.

Chapter-3 creates a model for the consumer perception factors affecting TVCs and interaction outcome factors, knowledge from related literature needs to be collected and consolidated.

Chapter-4 describes the method of collecting and analyzing data for the purpose of addressing problems, research objectives and hypotheses. In this research, qualitative and quantitative methods were used, the rationale of which, along with other aspects of the methodology, was justified. This chapter describes the sampling, data gathering methods, research instruments, data management and analysis and evaluation methods in the research. Quantitative data analysis methods, such as SEM and the software AMOS which were employed to analyse qualitative data are also described in this chapter. Chapter 4 also includes an analysis of ethical issues associated with research.

Chapter-5 describes the findings of the qualitative research. To determine whether they would be relevant to rural population of Bangladesh, the measurement scale items have been developed which were drawn up on the basis of review of literature and undergone a qualitative evaluation.

Chapter-6 explains the evaluation and correction of measurement scale items by quantitative measures. Quantitative methods were used in this case to explore qualitatively the findings of the research.

Chapter-7 reports a detail discussion on the results of the tests conducted on a theoretical model and hypotheses and finally reports conclusions.

Chapter-8 highlighted the impact of this research, both academic and practical, which identifies what areas are to be addressed for future research alongwith limitations.

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1.7 Definitions

The definitions needed to define the main terms of this research report are often not uniform from one researcher to another. Some key concepts to be employed in the present report are as follows:

Television advertisement (TV Ad): TV advertising refers to the process by which a commercial can be produced and broadcast on television in order to promote a product or service. One of the more common and efficient ways to reach consumers is through television advertising (Aashish Pahwa, 2022)

Television Commercials (TVCs): A kind of commercial that is identified by the use of voice and length of broadcast time ranging from 10 to 60 seconds is defined as TV commercial. To run the pre-recorded voice over (commentary over or without images) or dialogue/monologue by an actor in the commercial require purchased time to use voice in this type of advertisement (Amie Martin, 2019).

Involvement: A person is perceived as having a relevance to the object based on inherent needs, values and interests. (Zaichkowsky, 1985)

Consumer involvement: Identifying a consumer's state of mind that inspires them to buy or the importance they place on an item or service. In the Decision Making Process, consumers may have various levels of involvement depending on a number of factors influencing their participation. Consumers' level of involvement is determined by the extent to which they care about buying and consuming a product. If the buyers make a mistake by purchasing low involvement products which are usually inexpensive, will pose a low risk to them.

Household goods: Household goods are items and products for which there is use within households. They're the personal possessions, for example a bed or refrigerator that are placed in rooms of homes. Household products shall be any consumer product which is intended primarily for use within or outside of living quarters and dwellings where the households are located.

Cognition: The cognitive process of acquiring knowledge and understanding, including thinking, knowing, remembering, judging, solving problems is a mental process. (Wagner, 2008)

Attitude: With regards to certain aspects of our environment, e.g. another person, place, idea, product, etc. a persistent combination of motivation, emotion, perceptual and cognitive processes. (Neal, Quester & Hawkins, 2004)

Values: The value is a collective belief among members of the group as to what behavior they would like or do not want. (Pope, Brennan &Voges, p. 335)

Construct: Supposed variable that consists of a number of components' reactions and behaviors, which are all assumed to be connected. (Hair, Bush & Ortinau 2006, p.353)

Domain: A set of identifiable and quantifiable components linked to the abstract construct. (Hair, Bush & Ortinau 2006, p.354)

Model: The representation of the most important components of a proposed real world system is known as a model (Naert & Leflang, 1978, p.9)

Socialization: The process by which one learns the way a society or social group functions, so as to enable them to function in it. (Elkin and Handel ,1972, p.4)

Consumer Socialization: The process of consumer socialization takes place in which young people acquire skills, knowledge and attitudes that are important to their everyday functioning as consumers on the market. (Neal, Quester and Hawkins, 2004, p.434). Socialization of young people refers to collective processes for acquiring skills, knowledge and attitudes which have an effect on their functioning as consumers in the markets. (Ward, 1974)

The Peer Group is one of the best known social networks and it has been shown to play a major role in shaping consumption decisions 'in terms of influence'. (Singh et al., 2006). Scholars in the area of consumer socialization have argued about how people learn to be consumers. (Lueg & Finney, 2007).

1.8 Delimitations of Scope and key Assumptions

This research is also subject to limitations, in the same way as any other study:
In the first place, this research has been carried out in Bangladesh, a developing country. The findings of this study cannot, therefore, be used broadly in terms of representativeness for the rest of developing countries due to differences in culture and socioeconomic circumstances. There will be additional research to be carried out in other developing countries.

Secondly, this research considered studying only middle-class rural men with minimum monthly income of Tk. 10,000.00 and maximum Tk. 100,000.00. The lower middle-class rural men with income below Tk. 10,000.00 and the higher middle-class and upper-class having income above Tk. 100,000.00, were not considered. Consequently, the excluded class of men are not represented by these findings.

Thirdly, this research was carried out only among rural men aged between 18 to 65 years. Rural men younger than 18 and older than 65 were not considered as they are economically inactive or less active. Therefore, this research does not represent the rural men younger than 18 and older than 65.

Fourthly, this research was conducted only among literate rural men with educational qualification of the minimum Primary School Certificate (PSC) passed and did not consider those rural men without minimum qualification, PSC. This research's findings will not apply to the excluded rural men.

Fifthly, this research considered only the rural men who owned a television or had access to Television. The rural men who do not have Television or do not have access to Television were not considered as this research is completely based on Television commercials.

Finally, this research considered only 400 respondents from 10 villages of Manikgong district under Dhaka Division through multi-stage non-random sampling method, and as such, a large number of rural men in different parts of Bangladesh were not taken into account. The excluded population group may be used for future research.

1.9 Conclusion

The basis of this report was laid down in this chapter. The objectives and hypotheses in this area have been established, the need to carry out these research studies has been substantiated. The methodology used in this research has been briefly described and justified. The definition of the main terms, limitations and a report on these have been presented. The report went on to give a detailed description of the research with this foundation.

Chapter- 2: Literature Review

2.1 Introduction

The research theory will be built on the basis of an evaluation of literature from some key areas within this chapter. To draw and consolidate knowledge from a number of relevant literature will be the focus in order to produce a model that demonstrates the effect of TVCs on Rural Men who purchase household products.

2.2 Television and Television Commercials (TVCs)

On 25 December 1964 Bangladesh Television (BTV), which had long been known as Pakistan Television (PTV), was set up and started its operations after the liberation of Bangladesh on 16 December 1971. BTV (erstwhile PTV) started airing TV commercials soon after its inception. Today, TV commercials have become a key part of the marketing communication to advertisers in order to build an effective brand. Currently, it is the biggest service industry for television station owners and brand builders in the world. The extract of the relevant literature review confirms that consumer behavior is primarily a determining factor in purchasing decisions. In so doing, it is possible to define consumer behavior as a study of individual consumers, groups or organizations on the way they select, purchase, use and dispose of ideas, goods and services. The purchasing behavior of consumers is also influenced by the individual's attitude, preference and intentions when deciding whether or not to purchase a brand.

The process of creating and broadcast television commercials for the purpose of promoting products or services is referred to as TV advertising. The most common and efficient means of reaching consumers is via television advertising because it reaches a wide audience, generates an extensive frequency and impact. In contrast to the TV industry, which is now competing for attention with OTT and digital content, television remains a dominant medium of advertising. **(** Aashish Pahwa, 2022).

He went on to say that, generally speaking, TV advertising is characterized by several or all of these characteristics:
They're very creative, attention grabbing. Television commercials are organized with the aim of being fun and memorable so that they stick in viewers' minds.

They're using visual, sound and motion: TV advertisements rely on the use of a variety of senses to reach their audience; so it is common for them to be accompanied by elements such as music, imagery or specific effects. This is supported by a marketing objective: Any TV advertising will be designed on the basis of specific commercial objectives, whether they are to increase brand awareness or generate sales. They'll deliver the message in a little while: Television commercials don't have much time to convey their message. Therefore, they have taken the utmost care in order to make their point quickly and efficiently.

Moreover, he stated that television advertising is more effective than any other marketing channels because of following characteristics:
Mass medium: Television is reaching a large audience rapidly and effectively, making it an excellent fit for advertisers that are trying to reach everyone they can.

Appeal to everyone: TV is an advertising medium that does not require literacy of the audience. People of every age group as well as literacy level may consume it.

Persuasion: TV advertising, thanks to its use of pictures, sound and movement, has been very successful at persuasion.

Creates an emotional link: TV advertising is often based on emotion in order to get your message across. Music, images and stories are all ways to do this.

Measurable: Advertisers determine whether or not their campaigns are successful can use surveys, brand awareness studies and sales data to measure the impact of TV advertising.

Attention-Grabbing: To grab the viewer’s attention and hold it for the duration of the ad, TV commercials are designed. Creative visuals, music, and special effects are used to achieve this.

Trustworthy: TV advertising, because viewers inherit a sense of trust in the channel itself, is more reliable as opposed to other marketing channels like Internet ads.

Medium to develop brand personality: TV is an important medium of communication that enables advertisers to show rather than inform the audience what a brand stands for.

According to Amie Martin (2019) who narrated that the commercials are ads, but not all of them are advertisements. Advertising is the way in which organizations and advertising agencies communicate their message to consumers, often referred to as ads. The objective is to get consumers into buying goods or services, changing their thinking and creating excitement. Ads, can be defined as purchased (space or time) and public (as opposed to personal). The categories of advertisements are as follows: print, mail, telephone, radio, television and the Internet.

Commercials are advertising which is defined by the fact that they use voice and duration of time, usually 10 to 60 seconds. The use of the voice in the commercial requires the purchase of time to run the prerecorded voiceover commentary over or without images or dialogue monologue by the actor in the commercial. In public spaces like shopping centers, airports and bus stops, examples of advertising can be seen on television, radio, internet or kiosks.

According to Neil Kokemuller, (2019) who opined that with television advertising, reach is a major advantage. Advertising has the best chance of reaching a wide audience via television, despite criticisms that it costs too much. Reach represents the overall number of audiences that are exposed to marketing messages, and reaching is often a major objective for companies focused on brand awareness.

He further opined that Television's greatest creative opportunity lies within the traditional media. It's got visual elements like paper and audio or radio, but it has dynamic motion as well. Advertisers often try and tell stories that have an impact on the audience in their advertising. Beyond its primary product, creativity can give greater meaning to the brand. With television, an individual can target emotional connections, incorporate characters that the audience can relate to, and offer multisensory appeal.

It was commented by Morgan Rush, (2019) that with a wide variety of advertising mediums to choose from, business owners can be interested in the usefulness of television advertising over more traditional media. In reality, TV advertising offers advantages compared to any other medium and is thus effectively used in the allocation of advertising dollars.

The ability to reach mass audiences by means of a single advertisement is one of the benefits of television advertising. TV is America's largest form of leisure activity, with Americans watching between five and six hours a day. Studies have also shown that 60 % of consumers are likely to buy a product when they watch an advertisement on television or online, as opposed to about 40 % for watching the same ad in another medium such as Facebook.

It was found by Zahid Mahmood Zahid et al.,(2016) that **i**t takes such a short time for television ads to reach bigger audiences. It brings to the attention of consumers, arouses awareness and gives broad information on brand products and services. Today, television is one of the most powerful forms of communication that delivers information on a product or service. Television is the mass media which, by cultural and regional differences, has a strong influence on human behavior, lifestyle or standard of living. Many marketing agencies of major multinational firms are advertising their products to the general public.

For such a long period of time, television advertisements have created, built and grown brands, established or maintained their reputation in customers' minds. When introducing a new brand or product to the market, it is a powerful driver for the customer. Advertisers are allowed to make their television advertising compelling and emotionally based upon the products, services or targeted audiences by using a variety of strategies and different communication modes. When compared to other mediums, television advertising gets a mass sweep audience. From the time it was introduced in living rooms, television advertising has been a popular medium for large retailers. With regard to the audience, all advertisers have an important role in advertising with their level of creativity which enables small businesses to function efficiently and is able to attract regular customers.

TV advertising helps to understand each marketing campaign on a deeper level, making it easy for the media, buyers and sellers to find out where they are falling so that campaigns can be optimised and achieve their objectives. The most influential medium is television advertising; even if we don't buy the product, it stays in our minds.

The findings of research by Rahman Toufiqur M. et al., (2019) stated that advertising plays an essential part in a company or organization's approach to getting the word out about a product or service, and building its consumer base, which usually results in increased sales and better profits. The psychologies of advertising, for example visual interest and message, incorporate a wide range of components. One of the most important elements that need to be remembered in a commercial is perception. Through its perception, the buyer's views about a specific product or service are identified. They show a deep rooted desire on the part of purchasers to obtain some particular product. Customers get attracted to any product by advertisement as it grapples the interest of a purchaser. It also leads the customer's attention regarding a company product or service. In relation to the goods or benefits of a brand, perception has an impact on consumers' interest. The impact of a given product or benefit on consumers who may not have been established is identified by the perception in advertising.

To increase interest in these matters, this discernment has been carried out by means of advertising. The perception of an object may be naive and more fleeting than its actual characteristics, which can be described by analysis and insight. Organizations could realize it is tougher to form their items offered to purchasers without perception in advertising. The advertising of a particular product has an important impact on the consumers' tastes, desires, dreams and needs. Perception can be a key instrument for marketing in order to achieve the goal of making your customers want there's somebody, particularly someone who appears specifically and senses some sort of desire when they use that kind of item.

The research on consumers' perception of various advertising media in Bangladesh done by Rahman Toufiqur M. et al., (2019) found that in Chittagong city, the results show that for all types of respondents, interment was the first preferred medium and TV had been chosen immediately. According to professional analysis, the newspaper has been preferred most by the business person (52.94%), and TV (50%) was the most favorite media for homemakers. In addition, media preferences vary according to age;

young people are most addicted to the Internet, 65 %, whereas older people like TV, 80 %, and newspapers, 20**%.** In terms of perception, all types of media carried a positive rating, but some negative ones were found largely based on trust and they did not believe that advertising made an accurate image**.**

The research article by Khanam Anisa et al. (2017) states that with its audiovisual communication, Television is one of the most popular recreation sources out there. T.V. allows a creative person to communicate in ways which combine motion, sounds, words, color, personal style and the stage set so that his idea is expressed and displayed across audiences from all over the world. The television network plays a major role in convincing potential and existing customers that they should make their choice of brand. It is playing an important role in defining dreams and aspirations, helping consumers make conscious choices about products and brands. T.V. advertisements usually have a part to play in introducing the product, reinforcing an existing relationship with that product and convincing consumers to buy it.

T.V. advertisements with endorsements make it easy for customers to remember the advertised brand or product, as they associate the brand with a celebrity and can easily register the brand. The purpose of television advertising is also to create awareness about a brand among the public, thereby facilitating their recall.

It also states that advertising is a creative form of communication; friendly conversations requiring responses, even emotional ones, are intended to engage consumers in the message. It is a message, generally influential in nature, but not intended to be forceful or immediate. Advertising is to be regarded as a useful institution, which generates awareness of products and services. Nevertheless, it is regarded as a basic principle practice in order that consumers are encouraged to pay for goods which they would not have bought otherwise if they had not listened to the continued message contained in the advertisement. Advertising has an important role to play in the sale of goods and services. Consumers are sitting in front of the TV, hoping to catch a glimpse of some of their favorite spots. Television is often called "king" of the advertising media, since most people spend more hours watching TV per day than any other medium. The combination of sight, color, sound and movement is used by television in creating an effect which has been proven to have a positive impact on people's behavior several times. Television advertising is the form of advertisement

in which products, services, organizations, ideas and so on are promoted through television. Advertising in the television can provide instant reliability and reputation to a product or service.

The research article on Impact of Media Advertisements on Consumer behavior in India by Sama Ramzan., (2019), focuses on the impact of television, radio, newspapers, magazines and online advertising on consumers' awareness, interest, conviction, buying behavior after purchasing.

The findings of the research show that traditional advertising mediums such as television and newspapers continue to be preferred by advertisers, according to Statista, 2016. TV advertising expenditure accounted for 44.7 per cent of the overall ad spend in India, with print spending accounting for 29.8 per cent. The digital advertisement spend was the third largest with a growth rate of 15.5 per cent (Pahwa, 2017). This is because, after the entry of Reliance JIO into the Indian telecoms market, there are a growing number of Internet users.

Today, the cost of advertising is very high in every media and it can be a costly choice to decide on an unsuitable marketing strategy. Therefore, ad managers should be familiar with the various media advertisements that have an impact on consumer behavior.

The research article by Khuong M.N et al., (2016), stated that the actual results demonstrate that trust, interest, brand recall and recognition of brands have a major and direct impact on customer loyalty. Additionally, repetition, humor, advertising, message and trust have been indirect influences on customers' loyalty. It was recommended that, when advertising on television is chosen for the purpose of generating brand awareness and loyalty among customers, these factors should be improved by ad managers.

It was found in their research by Weerasiri, R.A.S et al., (2015) that today's youth are influenced by television advertisements when deciding whether or not to buy. They have become involved in the choice and purchase of products through television advertising, which has made people more inclined to buy TV advertised products as well as being helpful for new product purchases. People think that seeing television advertisements will help them to learn more about new or existing products and increase

their knowledge. The young generation believes the use of celebrities is an excellent way to recall a product's name and foster friendly attitudes, but they do not think this will always be true. To attract the younger audience, TV advertising should be very attractive and it can use beautiful settings, interesting messages or good people to do so. The customers will stick around when they buy a product because of so many brands. They'll have to compare the quality, the price and the features. In such a competitive environment, it is essential that consumers are aware of the brand. Television advertising is widely used by current enterprises with a view to increasing the awareness of new and existing products.

It was mentioned in their research by Adiko, A. E. et al., (2016) that, In order to appeal to the consumer's sense of purchasing behavior, television advertising uses persuasive techniques. The types of advertisements are almost always dependent on buying influence. Due to a number of reasons, it is often the content of advertisements that consumers reject. According to some people, the content of information has no diverse effect on their buying behavior while others feel that it does. They also pointed out that television advertising is influencing the youth and encouraging them to make their purchasing decisions. And it came to light that watching the advertisement increases one's appetite for this product. It was also observed that most respondents are watching TV, with the majority preferring to watch television advertisements. It was also observed that the majority of respondents had an interest in television advertisements and were deciding on their purchases based on them. The result has shown that the frequency of advertising plays an important part in determining whether consumers are loyal to a product. It has been found that exposure to an advertisement is a factor in consumers' choice of product. Results have shown that television advertising is important for the promotion of products; therefore, organizations which aim at excellence are to do a lot of ads.

The research by Patel, G. et al., (2015) stated that Television's combination of sound and video characteristics gives it an edge in comparison to the rest of the media. This also means that products are instantly marketable and highly visible, thereby providing a key opportunity for creative marketing. Over time, televisions have taken on the status of an essential part of all high and middle class households. The reaction to TV commercials appears to be more pronounced, compared with the response to a

newspaper advertisement. In order to gain the hearts and minds of consumers, advertisers found that they were using television in a more efficient way than print media. It has been found that television advertising has an impact on people's daily lives, not only in terms of changing their emotions.

In their study, they discovered that a regular viewer of television is 18 to 21 year olds in India. Most young people believe the television commercials are informative and provide a positive response. Marketers, when selecting television commercials or programs to reach children and teenagers in conjunction with their parents, exploit youth's ability to influence family purchasing. They went on to add that, teenagers are a very influential group which may influence family purchasing decisions such as cakes and cars.

According to the study, young people prefer television advertising and often prefer products to be shown in television advertising. When they see an advertisement for products that are already in their use, they're feeling good. They're helped by television advertisements so they can find the best products. TV advertising is a factor that increases the frequency of purchases; and they prefer to buy or experiment with new products. Due to exposure to television advertisements, young people decide collectively which products they want to buy with their families. The positive attitude of young people towards television advertising was also observed.

According to Rani, N et al.,(2014), TV remains the best medium of reaching target consumers, and it is also a more effective method of bringing new brands to market. TVCs offer advertisers an opportunity to inform a large audience of their business, products and services. Television, for one thing, appeals to both the literate and the unlearned; that's a characteristic of television which makes it different from other media. For building a brand and promoting it after all that's been said and done, the advertisement is second to none. TV advertising continues to be the most effective medium, in particular with regard to Bangladesh and its middle class society, among all different forms of advertisements now available via Digital Media. Television has been an exposure for children since their childhood and they have grown up to watch commercials on a daily basis. Watching television commercials, kids unconsciously begin to think about the products they're seeing in advertisements and gradually try to persuade their parents to buy them. Television commercials are the main influence on

adolescents as they begin to grow up. Although they are more conscious of their own intelligence and the purchase decisions, teenagers watch less television programming or commercials in comparison to children. Teenagers are more willing to try new products, so that they can stay on top of the world and stand out from their peers. Thus, an attractive TV ad shapes and affects their shopping behavior in a very significant way.

Television, however, has a vital role to play because it acts as an instrument of communication both electronically and visually. To reach the widest possible audience, television is the most effective way to communicate ideas. The threefold aim of a television advertising is the introduction of a new product or promotion of its familiarity to consumers, as well as trying to convince them that it should be bought. Advertising has had a key role to play in marketing strategy during the last several years, with many people worldwide concentrating their attention on it. An advertisement has the effect of creating feelings and emotions, but sometimes it gives a hidden yet important message. Millions of people have been affected, and that's in our daily lives. Since then, television advertising has been the most effective form of advertising, thanks to attractive measures. Compared to the print media or radio, television has shown the greatest impact of advertising.

Given the high prices charged by television networks for commercial airtime during popular televised events, TV commercials are generally considered to be the most effective form of mass market advertising. The songs or jingles that people start hearing about the product are usually included in television commercials. Using computer graphics, digital advertisement can be included within the main programming of television.

Broadcasting media, as the term suggests, also include television, internet and other means of communication. In addition, television and the internet have been very popular among all types of media with a substantial impact on consumers as opposed to radio advertising. People are able to interact with each other through television and on the Internet, but radio is difficult because it doesn't involve any visible elements.

Advertisers have the potential of reaching a wide range of consumers through television. Youths are getting more and more educated. In fact, television is where they actually get their news and information. The television medium is the most attractive

and important place to advertise. Young people can learn about products, brands, stores and shopping as well as how they are being used and what kind of lifestyle is associated with them by looking at television. It is a sensitive issue of advertising to young people. Television has attracted more viewers than any other medium due to the combination of colour, sound and action. There is a great deal of importance in using celebrities to increase sales and brands' recall value. People watch films and sports as their source of entertainment; and marketers use this very preposition so as to influence their target customers may exist or potential ones. The endorsement of celebrities on the market, which includes a wide range of domestic and foreign brands, can play an important lead role in shaping public opinion.

The Global TV Deck (2020) article "Why television is still the world's most effective advertising", which focuses on media reach, popularity, resilience, trust and impact in this field, includes key factors such as effectiveness.

According to the collected data, TV reaches approximately 70.1% of European households on average each day and 3 hours 39 minutes are devoted to watching television. Such reach, along with the massive amount of time that people spend watching television, makes it such an effective form of advertising.

TV is the most watched video on earth, in all its forms. According to data, TV accounted for 90% of the total number of viewers' time spent watching television. It is also the largest proportion of their video time, around 73% of the total, for the younger millennial audience, who are the most enthusiastic experimenters in all forms of video.

In the last decade, TV has demonstrated remarkable resilience during an era of profound change. Although there has been a rise of SVOD services like Netflix and the arrival of online video platforms such as YouTube, TV consumption continues to remain strong all over the world. A significant driver of viewing continues to be the life stage.

Television is the most reliable form of advertising, which means that consumers will be entertained, moved to tears and triggered into an emotional response. Advertisers buy advertising on TV because it's working. Studies conducted all over the world show that television has a wide range of impacts, as well as good effects on different media.

It was commented by Koppens Sarah (2020) that TV has played a pivotal role in transforming and revitalizing our brand. This is the key element of our communications strategy, which has a vital role to play in order to raise awareness about our essential brand assets and most critical medium for long term emotional connections with our brands.

In the research on Impact of Media Advertisements on Consumer Behavior by Ramzan Sama (2019) found that Television allows a more suitable audiovisual content to be shown for the categories of products that require physical demonstration. Radios offer the widest range of sound sources and are particularly suited to businesses that operate in a particular market. (Petersen, 2018).

For advertising, advertisers continue to prefer traditional mediums such as television and newspapers. (Statista, 2016). In India, 44.7 % were spent on TV advertisement and 29.8 % in print advertising as a whole. The third largest spent was on digital advertising, with an increase of 15 %. (Pahwa, 2017).

The effects of Television (TV), radio, newspapers, magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behavior of consumers were examined in this article.

The results of the study showed that television advertisement has a significant impact on awareness, interest and conviction levels among consumers. In 2011, Ranjbarian et al., investigated the effects of TV advertising on AIDA and the result found was in line with this result. In addition to this result, the findings of Anjum, Irum & Sultana (2015), Hoque, Ahmed, & Fouji (2013) and Sanayei et al.,(2013), are also consistent with it. If a marketing firm wants to reach consumers with regular reminders, television is the best medium.

The research article by Zach Lazzari (2019) narrated that from its inception, television has been an essential element of advertising. The audience is watching and interacting with television content, which makes it more attractive to advertisers. The advertisements are also significant during major televised events like the Super Bowl. Broadcasting has been a major influence on the advertising world and, although other media are competing for these ad dollars, television continues to be an effective means

of reaching audiences. In particular, advertising on television is intended to influence viewers in their purchasing decisions.

It was stated by Khuong M.N et al., (2015) that since the end of the twentieth century, television broadcasting has had a very strong impact and is considered to be an essential tool. This statement is supported by reliable statistics, which show that millions of television sets have been exported all over the world since TV was created and this has led to billions of loyal viewers who are very interested in media.

The research paper also stated that this offered a global opportunity to marketers worldwide for their products to be sold through television advertising. The fact that they were given the opportunity to interact with millions of viewers around the world through TV advertising, in order to raise awareness about their respective products, was found to be a most efficient communication tool.

It further stated that there is a huge number of people all over the globe that are able to be reached through television advertising. But it is possible to make use of a wide range of programming options in order to address particular segments of the population. Numerous studies from the past have shown that consumers prefer TV media, believe it to be a reliable and most convenient means of staying in touch with the world through an interesting visual presentation of information they receive.

The research paper by Khan Yamna Waqas et al.,(2019) concluded that due to the high competition, the challenge for marketing departments has been to gain the attention of their target audience and bring in sales by creating a positive brand image that they will place on consumers' minds. Social media has become a preferred medium of communication compared with television which, before this, had been considered by marketing professionals to be the most appropriate in terms of delivering advertising message to their relevant target audience due to increasing technological progress.

The research paper by Khan Yamna Waqas et al.,(2019) narrated that at present, television advertisements remain the main media; they are an easy way for organizations to increase demand for a given product or service in order to influence customers" preferences. Television advertising may give a product or service information and tell many people what it is, its features, the variations between products

with other brands, as well as establishing when and where they should buy this product in order to prove benefits of ownership.

It was narrated by Vibek Vijaykumar et al., (2020) that the effectiveness of the television commercials has brought about an improvement in customer satisfaction. They have predicted that awareness of advertising, purchase intention, buying desires, purchases actions and consumer's satisfaction with the bought product will be influenced by conscious exposure to television advertisements. The study claimed that, in terms of dynamics to the marketing mix and also as far as consumer behavior and mindsets are concerned, the rural market is very different from a city counterpart.

The research paper further stated that several researchers had found advertising in television is much more innovative than any of the various marketing strategies for electronic media. The television advertising campaign had the advantage of getting viewers to pay attention, develop an interest in its product and earn them trust which led to a higher purchase intent. It was established that the use of advertising by television to improve consumer's satisfaction with a product and thus build on them an overriding desire to purchase it has been effective.

It was stated by Bulut Dülek, (2022) that the TV advertising has a strong influence on the audience, which in turn encourages them to acquire processes and influences their perception. It appears that TV advertising is more effective at eliciting a reaction than advertisements in printed form.

2.3 Perception and Consumer Perception

The research article by Sheikh Qazzafi (2020) stated that the act of motivation is perception. The perception towards certain product is called positive perception when a good response in given by a motivated person in favor of the product. Alternatively the perception towards certain product is called negative perception when a motivated person gives an inadequate response to that product, One of the most important factors in psychology is perception. Consequently, the consumer's buying behavior towards all products is affected.

The research done by Sarkar S.S et al., (2018) found that other consumers' perceptions affect customer satisfaction, as evidenced by the OCTP. According to their analysis, OCP's prediction of brand love is based on the mediation of satisfaction. An anxious attachment style moderates the relationship with other customers that are perceived to be unhappy, whereas an avoidance attachment style negatively dampens it. Thus the effect of OCP is positively moderated by anxious attachment style and negatively moderated by avoidant attachment style.

The research on the impact of packaging on consumer perception and purchase intention done by Hussain Sadique et al.,(2015), show that packaging is a crucial factor in consumer shopping behavior and communication of information about the product. Packaging provides all the information about a product, such as where it is produced, what ingredients are used, how they're manufactured, their weight, type, etc. It's also a guide to how the product can be used. Packaging such as design, materials, size, color and label are important for the products in order to keep customers happy and when manufacturers have used printed information on packaging of a product promotion compared with costly advertising. In this way, the packaging element retains customers' interest in a given product and is of direct effect on consumer buying behavior.

Their research concluded that direct impacts on consumer buying behavior are driven by intentions to buy and perceptions of consumers. Products, appealing products, more preferable products and a higher positive perception of these products may be saved by the quality of packaging material.

Consumers are attracted to this product by a wonderful background, colors, shapes, proper labelling, arrows, pictograms and small (smart) packaging. They also called for due attention to be paid to good packaging by both the marketing and business community.

It was stated by Iván Lidón (2020)**,** that packaging helps to make the choice of a product easier for consumers, by capturing their attention and convincing them that they are in fact made up of products which best meet their needs. Scientific interest in this field has grown over the years with a view to its role at various stages of consumption. There can be a link between packaging and consumers' perceptions but also an overall consumer experience at the buying stage, i.e. images, color, weight or sound of packages.

These findings are likely to have implications for designers, as well as policy makers, since they reveal how consumers may alter their perception of and consumption of a product by altering the images on its packaging.

The research paper by Olga Ampuero et al., (2015) stated that the recognition and inclusion of specific packaging features which are likely to subconsciously attract customers' attention prior to a purchasing decision is one of the key elements in container design. In addition, they stated that information as to how a package design is perceived on store shelves in comparison with its competitors could be gained by the eyes of consumers.

It was stated in the research paper by Rishi Kumar Singh (2018) that in today's competitive market, where all companies thrive in their fields, packaging has become very important. Only if they have innovative packaging techniques that enable them to reach consumers who are willing to purchase their products, can this be achieved. The colour of packaging helps to distinguish brands which consumers are fond of, thereby helping companies gain customers attention and interest. In addition, the product offers an eye-catching and attractive marketing offering that distinguishes it from other products by its color and other packaging elements. Innovation in packaging helps to retain the overall description of a product and its features which are considered by consumers. That'll also make it easier to identify their favorite products.

He concluded in his research that the direct impact of the purchase intention and consumer perceptions is on consumers' purchasing behavior. The quality of the packaging material can protect products, attractive products, more preferable products and positive consumer perceptions for a given product. The consumer is attracted to the product by a beautiful background, color, shape, correct labelling, arrows, icons and small (smart) packaging. It has also recommended that good packaging be paid particular attention to by both marketing and business.

The research by Amin Al Md. et al., (2020) found that the nine factors affecting the online shopping behavior in Bangladesh's sub urban population are psychological factor, personal factor, peers influence, Web impact, brand personality, promotion, environment force, ease of doing business. There is a correlation between the internal factors and the processing factors. Processing factors such as security, privacy or trust issues are also linked to external factors. The result of this process factor is a positive consumer feeling or behavior, which means the psychological factors, personal factors, peer influences, web influence, brand personality, promotion, environmental and convenience factors help consumers perceive their online shopping behavior to be loyal. These factors, which affect the safety, privacy and trust behavior of consumers through internal and external factors, are important for creating positive or negative consumer attitudes and convincing customers to buy the products.

The research by Algharabat et al., (2020) reached the conclusion that the factors identified have a great deal to do with the processes leading consumers to believe that their company's product will be of good quality or bad quality, and thus compel them to buy its products. In particular, the security, privacy and trust management attitudes of consumers are influenced by internal factors such as psychological, social, emotional, peer or Web influences. External factors related to brand personality, promotion, PEST & convenience factor also play an important role.

It was finally suggested by Alalwan, (2018) that this should be emphasized by the companies and better services provided in order to make it easier for consumers to buy from them regularly. With regard to how they perceive their efforts in that process, they have to be technically smart.

The research by Gucciardi et al., (2015) suggested that the following recommendations may be made in order to attract consumers and help them learn more: ensure that the consumer is given appropriate information about the company background and its products, so as to increase their knowledge. They're motivated to buy the goods. For consumer satisfaction to play a decisive role, it is essential that the provision and promotion of products be determined in terms of age, income and lifestyle. To use a group of peers as one of the most effective promotional methods, companies should emphasize word of mouth. In order to be continuously effective in retaining, a strong brand personality needs to be created. In order to take full advantage of cultural and attitudes factors, the promotion mode should be appropriate for consumers.

The company website is convenient to disseminate the procedure and should be efficient. This work will therefore have a greater impact on the academic field, thereby leading to new opportunities. Furthermore, the business sector will be concentrating on a new dimension.

The research by Fredrick Ahenkora Boamah et al.,(2020) stated the factors affecting perception in their research. They stated that taking note of the sensory effect on perception is of great importance. A number of factors, including expectations, motivation, character and personality, are also involved in the development of perception. Experience and learning are sharpening our expectations, making us perceive things in a different way. And they said we are also helping to shape our perception by knowing and remembering.

The factors that drive our behavior are also mentioned as motivation, which is sustained and directed to achieving the objectives. The theory of motivation includes Expectancy Value Models and Purpose Value Models. The inspiration is further described by considering both the purpose and the meaning of the achievement.

Attitude**:** Psychologists believe that attitudes also depend on how people interpret social events and react to them in terms of attitude, as well as the first impression. An example is made on a client been treated nicely for the first time of appearance, gives the client the go ahead to do business with you always.

It was opined by Gerry Wisniewski (2020) that brand loyalty can be enhanced through positive customer perceptions, which may lead to referrals. It's doing so in two ways: aligning the value with the trust signal. It is far more possible for customers to buy from you when they see your company as having great values that are in line with their own. According to the 2020 report on consumer culture, 71% of consumers are inclined to buy from brands that represent their values. In order to develop trust, it may be useful to have a favorable perception of the customer. If customers perceive you as a reliable business, doing what you tell them to do, they'll be more likely to buy something from you, support you and argue with you. The report further says that 4 factors influencing customer perception are, Customer reviews, Marketing, Company values and Customer support quality.

It was narrated by Ben Ringshall (2022**)** that a descriptive term used for describing a consumer's or group of consumers' feelings and attitudes about the company is customer perception. What people think about your business is your beliefs and opinions. The report says that Businesses are interested in customer perceptions because they have a direct impact on their bottom line. Your business will not be destroyed by a change in customer opinion, but it's likely to lead to loss of revenue, market share and reputation.

The report further says that your customer's experience with your brand is the key factor determining their perception of you. This includes, among other things, the quality of service they're getting, the consistency of these services and their value to you as a product. Your product, your brand's voice and color will have an effect on how customers feel about you. When you make the sale the customer journey doesn’t end. Your level of post-sale service is as (if not more) important as pre-sale. Although marketing is technically part of the customer experience, but your wider public image is also included with it. You can use marketing to affect the perception of your company by other consumers, not only those that are customers. Traditional advertising is an important factor in influencing public opinion about your brand.

Word of mouth is, to a large extent, the key factor when considering customers' perceptions of you, especially for small businesses. Word of mouth is often thought of in literal terms, but these days it's much more than that; customer reviews, social media and microblogs are all the word of mouth.

The research done by Anastasia Belyh (2017) narrated that the concept of customer perception is a marketing concept that reveals the consumer's opinions or perceptions in terms of brand and company by examining their experience with them as regards products, branding and services offered. Depending on the customer experience, his or her perception may be favorable or unfavorable. The key competitive advantage is on the verge of being customer experience, rather than price and product quality.

Some strategies have been proposed in this report on how to strengthen customer perceptions, such as looking from the inside out, leaning towards good language, consistency and filling skills gaps. According to the report, price, quality, packaging, labels and reputation are factors that have an influence on customers' perception.

2.4 Consumer Behavior

Consumer behavior is a field of study in its own right. For the purpose of buying a product, consumers generally make their purchasing decisions every day. A large proportion of consumers do not understand the factors which have led them to make such decisions on a particular product, service or brand. Consumer behavior is based on factors which influence the buying behavior of consumers. There are four categories of factors that can be distinguished from each other: personality, psychological, societal and economic. Understanding the factor which influences consumer behavior is interesting, how it affects an individual's or a customer's ability to make purchasing decisions for certain goods and services. The factors which influence the purchase of a product are personal, social or cultural, economic and psychological.

In their research article by Cruz-Cárdenas et al.(2018) stated that the consumer purchase behavior is being coordinated to understand the journey people, associations and groups will take in picking, purchasing or discarding a product.

In their research paper by Al Amin et al., (2019) stated that different factors, such as past involvement, taste, value and labelling are influencing the purchasing behavior of buyers. They need to share the data for that purpose. The purchasers of offers take into account whether they will receive a sufficient return on their venture investment when there is no use for the utilization (Stephen, 2016). Perhaps they'd rather make a better profit from their offer (Raunaque et al., 2016).

It was stated by Zecca Rastorgueva (2016**)** that the decision making process for the consumer is complicated, and consumers have been required to make up their own minds as to which product they choose. Factors affecting consumer behavior, such as attitudes, risks, expectations, social cultural effects, lifestyles and values, (2) sensory factors like visual appearance, mouth texture, flavor, scent or smell, (3) marketing factors of price, labelling, brand availability are the main factors that affect consumer behavior.

The research by Ramya, N et al., (2016) stated that a number of factors or forces have an effect on the buying behavior of consumers. Four of these factors are generally grouped in four categories: personality, psychological, social and culture. Consumer behavior is also influenced by factors such as economic, functional, marketing mix and situation factors. The three types of decisions which are based on consumer involvement in the purchase process, i.e. nominal, limited and extended decision making, shall be classified into these Decision Making Processes. Increased purchasing participation is a key feature of extended decision making, as opposed to the other two types. In such a case, these types of buying are not frequent and financial involvement is higher. Consumers therefore choose to shop with a complex purchasing process. Research has shown that the impact of advertising, in particular on young people's television viewing, remains a topic which can be studied. (Anjum, Zamin and Bari, 2015).

It was stated in their research by Weerasiri, R.A.S et al., (2015) that Consumer behavior refers to the way in which consumers act when they are looking for, buying, using, assessing and discarding products or services that satisfy their needs.

Various economic factors, such as product prices, family income, size of families, disposable income, individual incomes and other noneconomic factors like age, education, working experience, personality style or areas of residence influence their purchasing behavior. Children, adolescents, adults and older persons make up the consumers.

This is a very big field of study in consumer behavior. When purchasing a product, consumers generally choose to buy it on a daily basis. Many consumers do not realize the factors which lead them to make such choices about a specific product, service or brand. Consumer behavior is the result of factors that affect consumers' purchasing behavior. There are four categories of characteristics which can be defined as: personal, psychological, social and economic. Understanding the factors which influence consumer buying behavior is very interesting and how individuals or consumers have been influenced by these factors in order to purchase a specific product or service. The factors that affect the purchase of a product shall be personality, society or culture, economy and psychology.

It was stated by Stankevich (2017**)** that the study of consumer behavior has been marked by important changes in the past few years, primarily a change in how decisions are made and thus influencing consumers' intentions to buy.
The research paper by Varadarajan (2020) stated that the market differs from one another, characterized by an increased level of competition, the continued innovation in products and services available as well as a higher number of companies on the same market. In this case, it is vital to be familiar with the consumer.

It was stated in the research paper of Ding et al., (2020) that it is possible to innovate and deliver on expectations by analyzing factors that have a direct effect on consumer behavior. They said that this information is crucial for marketing companies in order to gain a better understanding of the target audience and be able to develop their campaigns more effectively.

The research paper by Wertenbroch et al., (2020) stated that Consumer behavior is defined as activities undertaken directly to obtain products/services, and thus it involves decision processes which precede those actions and result in them being successful. It was noted that the promotion message could trigger a specific psychological effect, which might induce individuals to seek and purchase some product or service.

The research paper by Meena (2018) shows that when we are confronted with a range of commercial stimuli shaping our choices, from an early age one becomes inclined to choose the product that is best suited for him or her.
It was found by Khan et al., (2019) in their research paper that in order to alter buyer perceptions and have a significant impact on their purchasing decisions, sales promotion has become one of the most powerful tools.

It was stated by Falebita et al., (2020) in their research paper that there is a great deal of power in advertising to influence and persuade consumers, even the most benign could cause them to change behavior which might impact their purchasing intentions. This influence, as demonstrated by the fact that about 84 % of the total number of articles reviewed in a study set up by these authors has been considered to be mainly positive.
The research paper by Kumar et al. (2020) stated that the purchase decision has a strong impact on psychological factors since we are easily able to find people who have bought some kind of product or service and wonder why they did it.

It was stated by Ding et al. (2020) that in order to understand consumer psychology in relation to marketing strategies, it is necessary to take into account the psychological triggers of purchasing decisions. The use of the same models in explaining consumer behavior and reasons for impulsive purchases is not unusual among these two sectors.
It was mentioned in the research paper by Varadarajan. (2020) that advertising and the messages it delivers are a magnet for consumers, which reflect their behavior and intention to buy.

The research paper by Malter et al. (2020) stated that consideration was given to impulse purchase in several ways, including (i) rational processes (ii) emotional

resources (iii) cognitive currents arising from the theory of social justice (iv) persuasive communication; and (v) advertising effects on consumer behavior.

It was stated in the research paper by Meena (2018) that an irresistible force triggers the causes of impulsive behavior to buy and an inability to evaluate its consequences. They have been so eager to meet the highest demand as quickly as they can, even though they realize that buying has an adverse effect on them.

It was commented by Reisch et al.(2017) that a study has been conducted since 1940 on the relevance of impulsive buying in consumer behavior, which was between 40.0 % and 80.0% of all purchases. Such type of purchase obeys non-rational reasons characterized by the sudden appearance and the satisfaction between the act of buying and the results obtained.

The research paper by Aragoncillo et al., (2018) refer that a significant proportion of the sales are made for purchases that are not prepared and do not conform to the products in question before they enter the store.

It was stated by Burton et al. (2018) that impulsive buying occurs when a sudden and profound emotion demand is triggered by reactive behavior, characterized by poor brain control. This tendency to buy spontaneously and without reflection, it provides to the buyer can be explained by immediate gratification. (Pradhan et al., 2018).

The research paper by Gogoi et al. (2020) commented that several factors, including the store environment, life satisfaction, self-esteem and emotional states of consumers at that time, can trigger impulse buying which in addition to having an emotional content may be triggered by other factors. They have also pointed out that a visual stimulus and promotion campaign are able to drive impulsive purchases, due to unforeseen needs.

It was stated by Platania et al. (2016) that interaction between the person and the point of sale environment is becoming more important in terms of buying experience. The impulse behavior of consumers is, however, not only due to the atmosphere. The

importance of the physical environment often overlaps with sensory and psychological factors related to the type of product, knowledge of the product and loyalty to the brand.

The research paper by Pandya et al., (2020) stated that impulse buying, in which the conflict between immediate rewards and adverse effects that a purchase may generate can lead to compulsive behavior becoming chronic or pathological, creates an emotional deficit of control.

The research paper by Sohn et al., (2021) argue that although unplanned purchases are considered to be impulsive, it is not possible to consider all impulse buys as impulsive. Unpredicted purchases may be caused by the fact that a consumer has to purchase a product but for whatever reason is not listed in advance on his shopping list. This implies that unexpected purchasing does not necessarily come with an urgent desire, as is often the case for impulse purchases.

It was stated by Moreira et al., (2017) that impulse buys are based on sensory experience, such as the store atmosphere, product layout. This makes purchases at retail stores more impulsive than those that take place over the internet. It is this kind of shopping, stimulated by five senses and the internet does not have such an ability to stimulate impulse purchasing. This may make online purchases less desirable than in a physical store.

The research paper by Aragoncillo et al., (2018) found that compared to 25.0% of online shopping, 40.0% of consumers have spent more money in their physical shops than planned. The fact that consumers must wait for a product to be delivered when they are buying on the internet and this time interval may result in irresistible purchases is why these situations exist.

The research paper by Platania et al., (2017) stated that impulse buying takes a behavior that is socially acceptable to extremes and compulsive purchases are not dependent on any single factor, but rather the combination of social demographic, emotional, sensory, biological, psychological, societal or cultural factors. There is also an important role of

personality traits when it comes to impulsive purchasing. The characteristics like low levels of self-esteem, high levels of anxiety, depression and negative mood and a strong tendency to develop obsessive-compulsive disorders normally belongs to Impulsive buyers.

It was narrated by Ali et al. (2016) that The personal income is related to an individual's earnings. Personal income has an influence on purchasing behaviour. On the basis of net earnings after taxation, consumers make their decisions. The amount of the family member's income is referred to as Family Income. The income of one or more members of the family, as well as any other member's income. It's dependent on the family, or members of the working family. The income expectation includes any earnings which may be earned in the form of bonuses and overtime. Saving is the amount of money a person saves after he or she has used all expenses in one month. Consumer credit is a term used to describe the amount of money supplied by banks or other institutions, and one form of consumer credit is bank cards. Inflation, slowing down, government policies and so on are other factors in the economy. If there is no income, one cannot purchase an expensive product. Therefore, the income has a direct correlation with purchases of goods and services.

The research article by Sheikh Qazzafi (2020) concluded that, consumer buying behavior is affected by four main factors such as Personal factor (Age and stages of life cycle, Occupation, Personality and Lifestyle), Psychological factor (Motivation, Perception, Learning and Memory), Social factor and Economic factor (Personal Income, Family income, Income expectations, Savings, Consumer credit and Other economic factors). In addition, it was concluded that the consumer had an impact on various ages and stages of life. The motivation and perception, as well as the consumer's surroundings have a key role in influencing his purchasing decisions.

The research article by Orji et al., (2017) stated that due to the number of available choices, it is difficult for a purchaser to make an informed choice within the marketing context. Consumer behavior is about studying the needs, motivation and thinking processes of consumers that they use to choose a product rather than another or buying various goods and services. In the process of getting customers to take decisions, there are a number of factors that have an important impact. The factors that influence the

customer's buying process and his decision on purchasing must thus be understood by the marketing team. **(**Khaniwale, 2015; Noel, 2017; Al-Salamin & Al-Hassan, 2016).

The importance of consumer behavior in the marketing context is increasingly being taken into account. Marketing has evolved into a central part of all businesses and organizations in today's age of constantly changing business environment. (Sangroya & Nayak, 2017). Thus, if an organization has a weak marketing strategy, it cannot achieve its objectives. Finally, the customer always needs to be at the core of any marketing strategy. From this perspective, the customers are a very important part of an organization's success because they generate revenues for it by purchasing, using and influencing other people to buy its products and services (Khaniwale, 2015).

Knowing consumers' buying decisions and the steps they take in doing so will be a key objective of understanding consumer behavior. Consumer behavior does not just entail the purchase of products. Rather, it focuses on a wide range of activities to satisfy the needs and desires of its users such as problem awareness at various stages in life through behavior after purchase, thought formulation or experience (Orji, Sabo, Abubakar, & Usman, 2017). To this end, a number of scholars have looked for consumer behavior in the Third World countries instead of developing countries, as it is necessary to understand and investigate so that consumers are not left behind (Sangroya & Nayak, 2017).

The research article by Anisa Khanam et al., (2017) narrated that Television (T.V) has been known as one of the leading sources for recreation because of its audiovisual communication. T.V. makes it possible for a creative person to communicate ideas in ways that combine movement, sound, language, color, character and setting of the stage on which they will be able to express or display their thoughts with an audience large and widely dispersed. The television is an important element in convincing potential and current customers of the fact that they must decide on a brand. It's a key factor in shaping dreams and ambitions, as well as enabling customers to take decisions about their products and brands. Advertising in T.V. is usually involved in the establishment of a product and strengthening its familiarity or convincing users that they want to buy it. As customers associate the brand with the celebrity and are able to easily register the brand, A simple recall for the customers of advertised brands or products is created by

advertising on T.Vs with endorsements. T.V Advertising also helps create Top of the Mind Awareness of a brand and aims to facilitate brand recall.

The association between T.V advertising and the preference of consumers has been found to be positive, while a positive relationship was established for emotional response with customers' purchasing behavior as well as commercial advertisements. They find that consumers are buying products based on their emotional reaction rather than the environmental response. The TV advertisement influences the purchase behavior of consumers with regard to various residential backgrounds (i.e. rural or urban) and gender groups (i.e. men and women). The advertising on TV has an effect on the customer's evaluation of the product.

2.5 Consumer Involvement

Consumer involvement is an indication of a consumer's state of mind and influences his decision to buy or the importance he attaches to any given product or service. The level of consumer involvement in the decision making process can vary, depending on a number of factors that have an impact on it**.**

Involvement is the internal state of being that consumer experiences, which makes it possible to analyze and rationalize his or her choice. The involvement of the consumer can be encouraged by external sources and agencies. Involvement is a representation of time, effort, consideration and pleasure for consumers in the choice of products or services. There is a low and high level of involvement buy, according to the intervention theory. Consumers' involvement depends on the degree of involvement of the purchase to consumer. The level of involvement, which depends on the kind of purchase and how important that product or service is to a person, will vary depending on its degree of participation.

The degree to which consumers' interest is in the purchase and consumption of products determines their level of involvement. Low involvement products usually cost very little and offer a low risk to the consumer if he makes a mistake in purchasing them. A consumer's involvement is to be seen as the state of mind which inspires a consumer to buy or becomes an important factor in purchasing products and services. In the decision-making process a consumer can have different levels of involvement and

different factors that influence that involvement (Izaguirre, X. 2012). Some consumers may be able to make a quick purchase decision, depending on their experience and knowledge. Before purchasing, it may be necessary for other consumers to receive information and have a greater say in how decisions are made. The level of involvement is based on the fact that your customer has a personal interest to consume this product and how much information you need to make an informed choice. In principle, the degree of involvement with purchasing decisions could be described as a continuum: consumers don't get very involved in choices that are easily predictable, but they do need to think deeply and significantly about them. Participation by consumers, not products, depends on whether decisions are low, high or restricted.

Involvement degrees – whether low, high, or constrained – vary by way of customer and much less via product. The consumer's experience, knowledge and general approach to data gathering before making purchasing decisions will determine whether they are involved in a particular product. Nevertheless, brands continue to strive for consumers' preference, loyalty and reassurance in an extremely competitive market. Therefore, it is for this reason that many brands undertake marketing strategies aimed at increasing their visibility, attention and relevance; in other words, they are constantly looking for ways of influencing consumers to increase their involvement with a product or service. The various ways in which retailers make consumers more involved include: customization, engagement, incentive, appeal to thematic needs, creating purpose and representation.

It was narrated by Park, C. et al., (1986) that in post study, the degree of involvement in subjects' reactions to persuasive communication was analyzed according to high or low levels. The authors recommend the differentiation of high involvement into cognitive versus emotional types. They show that there is a difference between the three forms of involvement in terms of how brand attitudes are created, through manipulation of engagement levels and type Low Involvement, Cognitive Involvement and Affective Involvement.

It was stated by Park, Hyun Hee et al. (2016) that the effect of background music in TV advertising, which is based upon the involvement of consumers with regard to their attitudes toward television advertising by covering various types of Background Music

characteristics. The familiarity of background music, in the context of a low evolving condition, was more likely to persuade an attitude toward commerce, brand attitudes and purchasing intentions. On the other hand, the product fit of background music changed into much more likely to do so in the high-involvement circumstance. It provides evidence that, as a result of consumer involvement, the effects of background music can vary.

The research paper by Ebrahimian Jolodar et al., (2011) showed that television advertisements had a positive impact on customer attention to advertising, purchasing interest, desire for purchase, buying behavior and satisfaction of customers. TV enjoys certain key advantages, such as access to a large number of viewers who can benefit from cost efficient programming, sound and animated images, high attractiveness and recognition that make it an effective medium in its own right. There's a point we should be considering, and one of the factors that must be taken into account when repurchasing is satisfaction. It is true that advertising plays a major role in the purchase behavior of consumers, but marketing and advertising agencies need to take into account an important factor: satisfaction with products once they are purchased.

It was stated by Chowdhury Akash (2022) that the theory of involvement is based on the idea that there are low and high participation conurbations and that there are high and low participation purchases. This theory holds that consumer involvement is dependent on the extent to which a purchase has an impact on consumers. Involvement is the theory of consumer learning which presumes that risk, whether moderate or severe, determines the level of interest in purchasing an item. The participation is dependent on the type of product being considered for purchase. The degree of participation shall be determined by the risk in question, and a product will be chosen on that basis. The degree of engagement is influenced by two factors: the nature of a product or service and consumer psychology. There are five types of involvement, expressed as follows in one perspective: 1. Ego involvement 2. Commitment. 3. Involvement in the communication process. 4. Purchase importance.5. Extent of information secured.

The research paper by Mohsen Pashna et al., (2019) studied, in addition to product category involvement, the influence of user participation and types of involvement on

persuasiveness in advertising is as follows: Advertising Involvement, Product Involvement, Consumer Participation or Decision to Buy. According to the Article, advertising campaigns are generally classified into two categories: informational and revolutionary. They explained that it is not possible to increase consumer perception of brands and effectively contribute to advertising effectiveness if the ad does not have any information or transformational effect. The benefits of information advertising are to provide consumers with an objective assessment of the brand and product characteristics, as well as their basic informational needs. Furthermore, the essence and uniqueness of the brand should be illustrated by this type of appeal which also serves to show that there is competition among brands. Thus, the focus of information advertising will be on convincing consumers by highlighting the characteristics of the product. Consequently, it is useful for satisfying the needs of consumers in terms of utilitarian, practical and functional requirements.

Transformational advertising, on the other hand, is supplemented by a further set of characteristics such as music, images or emotions in order to create an experience at product level. In addition, it shows a wide variety of emotional responses that range from disgust to happiness. The identification, description, comparison prior to and following the demonstration campaigns were defined as transformational advertising in terms of marketing information and associations, metaphors, stories or aesthetics. In contrast, low participation clients do not have the incentive or capacity to study complicated statistical data and in so doing gain satisfaction after purchase.

User involvement, according to them, is the subjective psychological state of consumers determining their relevance and emotional significance in relation to an advertisement or product. The degree of perception of personal significance, meaning and interest aroused by a stimulus or stimuli was described. A promotion or a stimulus to the consumers, such as advertisements, brands, product categories, purchase decisions, products and services linked to existing or relevant consumer objectives.

The involvement of the product category explains the perceived importance of the product group to the individual on a continuous basis. The more important a specific category of products is to an individual's personality and sense of identity, it will give rise to greater psychological attachment towards that particular brand.

They explain in detail the links between interaction theory, interface theory, banners' blindness phenomenon, limitation of capacity theories and Social Media Advertising. In the area of advertising effectiveness in social media, they looked at user involvement, types of participation and ad appeal from the involvement theory (Zaichkowsky, 1986), the interface theory (Griffith et al.,2001: Hoque & Lohse, 1999), the phenomenon of Banner blindness as well as limiting capacity theories.

Firstly, Zaichkowsky (1986) argued that there were three factors which influenced the involvement of customers. Personal factors associated with the physical characteristic of communication media, such as individual values, interests and needs, an object or trigger factor, which is composed of contents of speech, a source of its information, differentiation between alternatives. (e.g. TV, radio, print, and online media); and third, situational factors that are related to specific occasions and purchases.

Secondly, a theory of interface participation shall be used for the purpose of evaluating consumer involvement as a result of physical medium and content presentation in relation to responses from consumers. This theory assumes that the level of consumer involvement is influenced by a number of interfaces, which in turn will have an effect on consumers' reaction variables. (Griffith et al., 2001).

Thirdly, the theory associated to social media advertising and need to be mentioned is the term ‘Banner blindness phenomenon’. The effectiveness of advertising online will be diminished by social media users' reluctance to endorse some product that doesn't appear in their main viewing content, That reluctance is more pronounced on the Internet than in conventional media. (Benway, 1998).

Fourthly, concerning the relationship between the limited capacity theory and social media, it is noticed that when cognitive capacity of a single is not enough for the cognitive task, the single becomes a ‘cognitive miser’ who uses restricted cognitive capacity to scan the task. The reluctance of the social media user to engage in advertising is more than simply traditional advertisement, as has been pointed out with regard to banner blindness. They are allocated limited cognitive capacity compared with the traditional media users, because they have a short attention span. In that context, transformational advertising has a better chance of being seen because it is

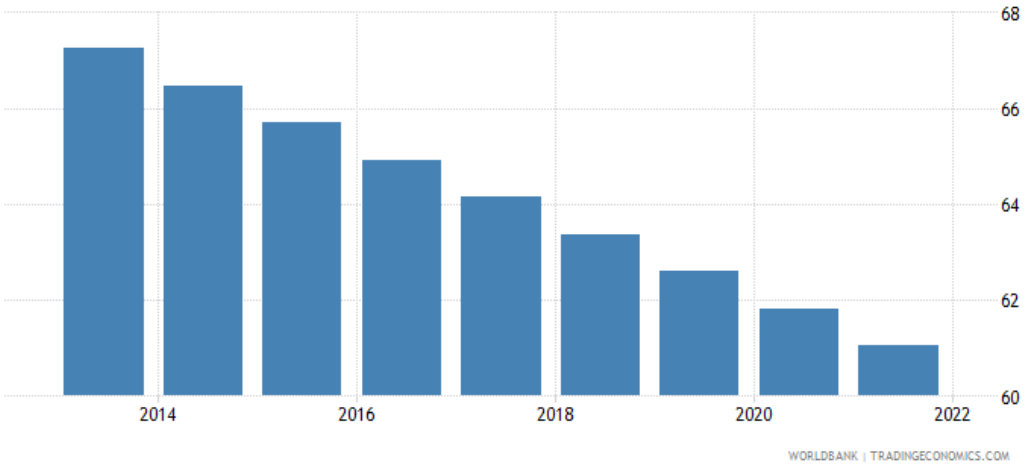
more easily understood and requires less cognitive capacity compared to the information ads. (Hsieh & Chen, 2011).

Therefore, these four theories reveal differences in the various types of advertising and marketing that can be seen from traditional to internet media.

2.6 Rural population and rural economy

A rural population refers to the number of persons who live in rural areas defined by national statistical authorities. This shall be determined as a ratio between the total population and the city's population. According to statistica (2022) and Trading economics (2022), the rural population (% of population) in Bangladesh was stated at 61.05% in 2021. It came from a collection of development indicators compiled by the World Bank and based on official recognized sources,

Diagram shows the declining trend of rural population:



The declining population trend for Bangladesh's rural areas is shown in the above diagram.

Bangladesh rural population for 2019 was 102,058,744, which is 62.60% of total population and 0.19**%** decline from 2018. The declining trend continued and the rural population in 2021 reached 61.05% of the total population. Population by region, percentage distribution in rural areas, women's share is higher than men's, and the situation is different in urban areas. At national level, though, the proportion of females and males is almost identical.

It was stated by Bayes, A. (2017) that according to the latest survey data at household level, approximately 70 percent of households' income is derived from a range of sources other than agriculture. Some of the information on this specific issue can be found in a recent study by the World Bank. While agriculture continues to play an important role in employment generation, strategies for promoting a more vigorous development of the rural nonagricultural economy continue to be needed.

The research paper by Binayak Sen et al.,(2021) found that there has been an increase in the nonfarm orientation of households, while at the same time they are less dependent on work and more reliant upon uncompensated employment. Their survey found a large increase of combined households, which was driven by a diversification of activity in the former sole farming household. There are rapid changes in employment patterns for younger households. Overall, their findings reinforce the process of transformation from mainly agricultural employment to an increasing number of jobs in other sectors.

It was stated by Khan Mausikar (2018) that Bangladesh has been more concerned with improving the countryside economy since it became an emerging country. The main targets so far have been factors such as poverty reduction, improved living conditions, increased employment or otherwise. However, the focus is now shifting to secondary and tertiary sectors of the economy due to urbanization in recent years as well as its slow and steady transition from a low income country into a middle income one.

The research paper further stated that the primary industry, which accounts for a substantial portion of the countryside's GDP, is decreasing in proportion to total GDP. In spite of this change, rural development is still important for the economy because it enables a large proportion of its population to exercise their power through primary industry such as farmers, fishermen and so on. This has led to greater emphasis on rural development in order to improve education and maintain the industry's current state of affairs, as the rural economy still lags behind.

The research paper by Kazi ALI Toufique (2017) stated that as a result of the growth of the non-agricultural sector, migration, trade, infrastructure development and emergence of new players like NGOs, rural economic development has become more complicated. Farming still plays a critical role, but it should be more cross sectorial and multi-annualized in approach for rural development strategy as opposed to the central one.

It was stated by Salam Shakila (2020) in her findings that, diversification of livelihoods through changes in income sources has a positive impact on rural households' poverty and inequality. These changes have led to an improvement of the overall poverty situation, with income distribution increasing over time. By diversifying their income streams away from the agricultural sector and into part time farming, households have

a major reduction in poverty. Since 2000, the positive contribution to reducing income inequality has been made solely by self-employment, among different sources of nonfarm revenue. Incomes from migration and wage employment expanding income embalance in rural Bangladesh. To this end, policy options should focus on the growth of regional industry as well as its possible scope for self-entrepreneurship in remote areas along with agricultural development.

It was stated by World Bank study (2016) that irrigation expansion, the advanced technology of high yield seed varieties, enhanced road connection, more effective market and mechanization have been key drivers for agricultural growth benefiting from political reforms since the 1980s as well as strategy investing in research and infrastructure.

The study has also shown that, although agriculture continues to be the principal source of rural life, income from agricultural sources is going to grow in importance and therefore strategies should be put in place to promote an increased level of farm economy development. Rural nonfarm employment is also increasing faster than urban employment, and three-quarters of rural households have at least some form of nonfarm income.

It also stated that despite being one of the hardest hit sector due to climatic shocks, agriculture has been very successful in Bangladesh. During the past two decades, annual trend growth rates have been continuously increasing during the 10 year period up to today's highest level of 5 %, in line with agricultural growth standards. Growth in productivity, which was underpinned by the combination of technical progress and efficiency gains from policy reform, accounted for most of this growth.

The findings of the study showed that Bangladesh's economy is booming. Bangladesh's remarkable position in tackling poverty has been driven by a healthy growth rate of almost six percent over the last decade. Over this decade, the poverty rate has fallen by one third in Bangladesh. Bangladesh's achievement in improving its people's food security and the results of human development is highly recognized both nationally and internationally. With 54% of its population living in rural areas, and having direct or

indirect involvement in agriculture, Bangladesh is an agricultural economy. For rural Bangladesh, agriculture is the most important source of livelihood for a long time. However, the livelihoods of people are increasingly diversifying from farming to business, remittance, nonfarm labor, agro processing and cottage industries, as well as in various spheres such as transport activities, retail trade or other services. In Bangladesh, agriculture has not become a primary source of livelihood for rural people.

2.7 Household products

Household goods consist of household objects and products that are intended for use in households. They are personal property, such as beds or fridges that may be placed in rooms of the house.

Household goods are any consumer product intended to be primarily used in or out of a living unit or residence where the householder resides. Household goods are anything that is commonly found in a house, such as furniture, furnishings, appliances and the like. Kitchen items include plates, flatware, blankets, curtains, towels, pictures, radio, TV, DVDs, buckets, fridges, freezers, stoves, fireplaces, water and oil tanks, washing machines, mops, rugs, cloths, soap, food wrapping materials.

According to the Thomson Reuters Business Classification. The three sub classifications are organized by Thomson Reuters: Furniture in the home, like desks, chairs, beds and wardrobes. Antiques, collections of paintings, rugs, lamps and wall clocks are included in this category. Appliances, tools and kitchenware is made of toasters, refrigerator, air conditioners and kitchen utensils. Consumer electronics like TVs, DVD players, video games and remote controls. TVs, video games and gaming machines might be referred to as entertainment items in some shops.

2.8 Conclusion

This chapter described a thorough review of literature especially on Television and Television Advertisement, Perception and Consumer's Perception, Consumer buying behavior, Consumer Involvement, Rural men and rural economy and Household products to identify the possible factors of consumer perception and Involvement outcome factors with TVCs towards buying household products by rural men in Bangladesh.

Chapter-3: Conceptual Framework and Hypotheses

3.1 Introduction

Here the key focus is to formulate a conceptual model showing the influence of TVCs on perception factors and involvement outcome factors of rural men's buying household products. Based on conceptual model, several hypotheses will be formulated for testing using quantitative analysis.

3.2 Conceptual Framework

The following conceptual model, based on literature reviews and focus group discussions, has been drawn up.

Figure 3.2.1: Conceptual Framework

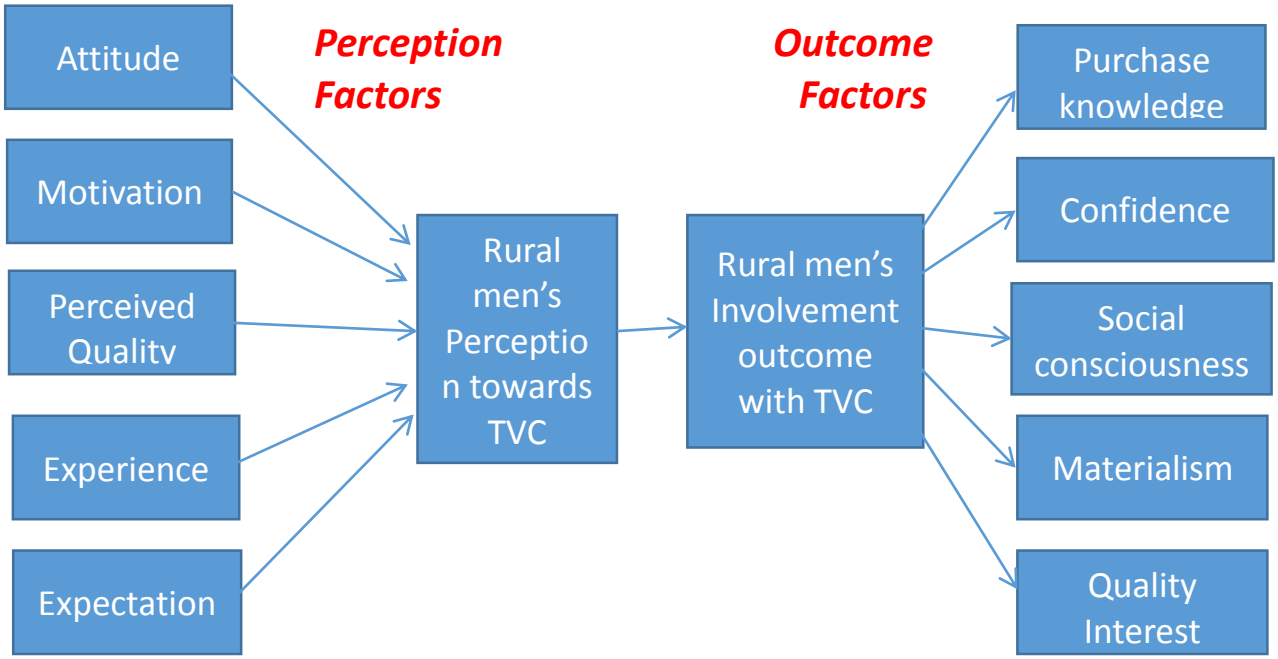


Table3.2.1: Research Schema: Variables of rural men's perception towards buying household products

Research Schema: Variables of rural men's perception towards buying decision: parameter, Complex and Simple Variables				
Parameter	Factors/Complex variables	Simple variables/Scale items	References	Measurement Scale
Rural men's perception influenced by TVCs	1.Attitude	1.knowledge 2.Economic status 3.Occupation 4.Social status 5. Family Influence	Fredrick Ahenkora Boamah et al.,(2020), Zecca,Rastorgueva.(2016) Ramya, N. et al.,(2016) Weerasiri R. A.S et al.,(2015) Kotler et al.,(2016,2017) Ali & Ramya (2016) Sheikh Qazzafi (2020) FGD	5 Point Likert scale
	2.Motivation	1..Need the Product 2.Save time money and Energy 3. Safety 4. Exclusiveness 5.Convenience	Sheikh Qazzafi (2020) Fredrick Ahenkora Boamah et al.,(2020), Kotler et al.,(2016,2017) Zecca,Rastorgueva.(2016) Orji et al.,(2017) FGD	5 Point Likert scale
	3.Perceived Quality	1.Service features 2.Design 3.Performance 4. Brand name 5. Packaging	Zahid Mahmood Zahid et al.,(2016) Amin Al Md.et al.,(2020) Algharabat et al., (2020) FGD	5 Point Likert scale
	4.Experience	1.Requirements 2. Availability 3. Support service 4.Competitive price 5.Satisfaction	Fredrick Ahenkora Boamah et al.,(2020), Kotler et al.,(2016) Orji et al.,(2017) FGD	5 Point Likert scale
	5.Expectation	1.Customized service 2.Perceived performance 3.Customer relationship 4.Innovative products 5. Good value for money	Fredrick Ahenkora Boamah et al.,(2020), Zecca,Rastorgueva.(2016) Zahid Mahmood Zahid et al.,(2016) FGD	5 Point Likert scale

Table3.2.2: Research Schema: Variables of rural men's Involvement with TVCs towards buying household products

Research Schema: Variables of rural men's Involvement with TVCs: Parameter, Outcome factors and Statements(Scale Items)				
Parameter	Outcome Factors	Scale items	References	Measurement Scale
Rural men's Involvement with TVCs	1.Purchase knowledge	1.knowledge Improve 2.Well accepted products 3.Product choice 4.Special Offers 5. Product Information	Ben Ringshall (2022) Mai Ngoc Khuong et al. (2016) Nandini R (2012) Dr. S. Jeevananda (2012) FGD	5 Point Likert scale
	2.Confidence	1..Increase Confidence 2.Purchase Decision 3.Quality Confidence 4.Making Creative 5.New product Ideas	Ben Ringshall (2022) Mai Ngoc Khuong et al. (2016) Nandini R (2012) Dr. S. Jeevananda (2012) FGD	5 Point Likert scale
	3.Social Consciousness	1.Proud Feeling 2.Special Identity 3.People Notice 4. Social status 5.Keeping Update	Ben Ringshall (2022) Mai Ngoc Khuong et al. (2016) Nandini R (2012) Dr. S. Jeevananda (2012) FGD)	5 Point Likert scale

	4.Materialism	1.Product Attributes 2.Brand Awareness 3.Recall Products 4.Usage Instruction 5.Social Status	Ben Ringshall (2022) Mai Ngoc Khuong et al. (2016) Nandini R (2012) Dr. S. Jeevananda (2012) FGD	5 Point Likert scale
	5.Quality Interest	1.Genuinity 2.Safe and Secured 3.Credibility 4.Superior and Standard 5Appreciable quality	Ben Ringshall (2022) Mai Ngoc Khuong et al. (2016) Nandini R (2012) Dr. S. Jeevananda (2012) FGD	5 Point Likert scale

Table 3.2.3: Research Schema: Statements/scale items of rural men's Involvement with TVCs towards buying household products

Research Schema: Variables of rural men's Involvement with TVCs; Parameter, Outcome Factors, Statements(Scale Items):		
Parameter	Outcome Factors	Statements(scale Items)
Rural men's involvement with TVCs	1. Purchase knowle dge	1. My knowledge improved through involvement with TVCs. 2. I purchase things which are well accepted 3. I think TVCs are important to me to buy. 4. I know the special offers, gift offers, warranty etc. through TVCs. 5. TVCs provide me information about products.
	2. Confidence	1. TVCs increase my confidence 2. I like to purchase things seeing TVCs. 3. I feel confident that I buy good quality 4. TVCs make me creative to do something new. 5. TVCs give me new product ideas
	3. Social Consciousnes s	1. I feel proud to tell people about my buying 2. Buying TVCs products give me special identity to society 3. People notice when I buy TVCs products. 4. My social status influence me to choose 5. I watch TVCs regularly to keep me update.
	4. Materialism	1. Product attributes influence me to buy. 2. TVCs make me aware about particular brand. 3. TVCs help me to recall certain products.

		4. I understand product usage instruction from TVCs. 5. My social status makes me think of buying TVCs products
	5. Quality Interest	1. I feel TVCs products are more genuine to purchase. 2. I feel TVCs products are much safer and secured. 3. I feel TVCs products are much credible. 4. I feel TVCs products are superior and standard. 5. I feel people appreciate quality when I purchase TVCs products.

3.3 Research Hypotheses

Based on the conceptual framework, the factors of perception and involvement outcome factors, following twelve hypotheses have been developed for testing:

H1: TVCs have positive influence on attitude factors of rural men towards buying household items.

H2: TVCs have positive influence on motivation factors of rural men towards buying household items.

H3: TVCs have positive influence on perceived quality factors of rural men towards buying household items.

H4: TVCs have positive influence on experience factors of rural men towards buying household items.

H5: TVCs have positive influence on expectation factors of rural men towards buying household items.

H6: TVCs Involvement has positive influence on purchase knowledge outcome factors of rural men towards buying household items.

H7: TVCs Involvement has positive influence on confidence outcome factors of rural men towards buying household items.

H8: TVCs Involvement has positive influence on social consciousness outcome factors of rural men towards buying household items.

H9: TVCs Involvement has positive influence on materialism outcome factors of rural men towards buying household items.

H10: TVCs Involvement has positive influence on quality interest outcome factors of rural men towards buying household items.

H11: TVCs Perception has positive influence on TVCs Involvement.

3.4 Conclusion

A conceptual model has been drawn up in this chapter based on findings from the literature review and stakeholder meetings. The model shows the perception factors and involvement outcome factors which TVCs influence. The research schema shows the parameters, the complex variables, the simple variables/scale items, sources and the measurement scale used in detail. Finally, ten hypotheses have been developed for statistical testing to test the model.

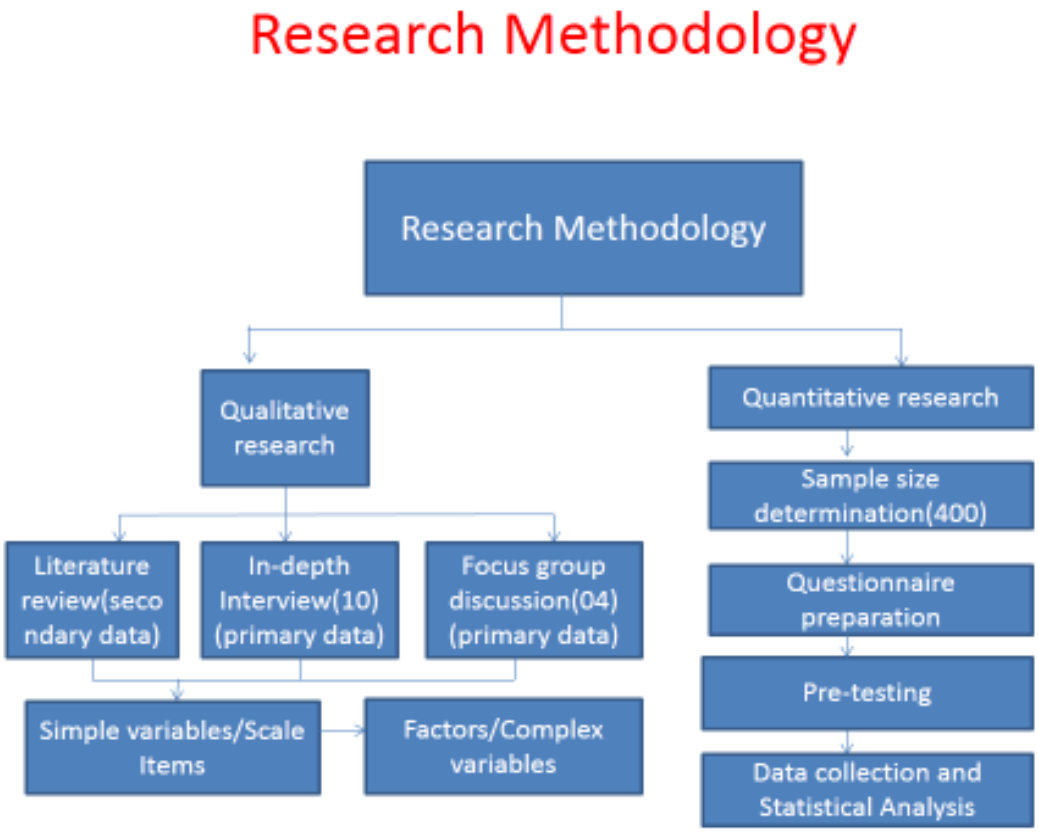
Chapter-4: Research Methodology

4.1 Introduction

The research methodology adopted for this assessment, including the designing of the research, its character and origin of data acquiring, sample sizes, statistical tools employed to assess the objectives of studies, are described in detail in this chapter. These data shall be gathered by means of the designed questionnaire, prepared for this reason and secondary data are gathered from text books, articles, web pages and other published sources.

The Research Methodology abide by in this study is shown below:

Figure 4.1.1: Research Methodology



4.2 General research Methodology

In Bell's and Brymann's (2007) research paper, a methodology describes the pattern of assumptions, ideas or methods which are used for defining quantitative and Qualitative Research. In terms of similarity, differences and areas where they are similar to one another, these two types of research methodologies have some similarities. In particular, how the problem is defined and what kind of information to seek when researchers choose between these two methods or a combination of them will determine this. In a number of studies, qualitative and quantitative study methods have been found to be used (e.g. Punch1998, Marx 2004 or Kownatzki, 2002). The methodology chosen to carry out this research was justified in that section.

In order to gain the necessary research information, this study was carried out with a mixture of Quantitative and Qualitative methods. An exhaustive literature review was carried out on consumer behavior, television watching patterns and the impact these trends had on purchasing decisions of Rural Men. These gave researchers a clear indication of what kind of research methodology they would need to work with. This research has been conducted in rural areas of Bangladesh covering mainly the rural men aged from 18 to 65 years of middle income (Tk. 10k-100K per month) families. Structured questionnaires are used to collect the primary data. A variable of the respondents' age, occupation, income and educational background was included in part 1 of the questionnaire.

The second part deals with the impact of TVCs on rural men who buy household products and how these factors contribute to their involvement in television commercials. Relevant factors are examined by means of a relevant literature review, an expert in depth interview and four focus groups with the respondents. The formula of Fisher et al. (1983) for the determination of sample size is as follows:

$n=\frac{(z2\ pq)}{d2}$,where the sample size is n, the statistical certainty chosen is z or the standard z-statistic of the normal distribution (95%) corresponding to the chosen level of significance (usually 5%); the proportion of the character of interest is p or the estimated level/ coverage to the estimated (q=1-p), the maximum possible error is d which the researcher is willing to tolerate or the tolerated maximum value of relative

sampling error (this study considered an error of 5% deviation from the results). The sample size for the formula has been 383.90, with a selected sample size of 400 in order to be more precise.

In order to complete the questionnaire a preliminary or pilot test was conducted among 40, 10 % of all respondents who had been selected for selective response from different demographic groups. Over four months, the researcher, assisted by trained surveyors, carried out the final questionnaire survey and received responses from 400 rural men of different demographic groups. In order to collect data, a combination of non-probability multistage convenience and purposive sampling techniques has been applied since it is impossible to get samples in absence of required sample frame. Primary data were collected from various published publications of research in the International Journals as well as reports by individual Research Companies. The analysis of the data from surveys, which included frequency analysis, factor analysis, exploratory factor analysis EFA or confirmatory factor analysis FCFA regression analysis, correlation analysis, model fit index analysis etc. were performed by Microsoft Excel, SPSS version 21, Structural Equation Modeling (SEM) using AMOS software.

The method used in this study was a sequential combination of various methodologies, starting with the Qualitative Research Method and ending with Quantitative Research Methodology. Secondary data were collected through qualitative research on the basis of a comprehensive literature review and primary data from in-depth interviews and Focus Group Discussions (FGD) The simple variables/scale items, as well as complex variables/ factors, have been chosen through this process. Several hypotheses have been developed on selected variables and are evaluated through quantitative research.

4.3 Qualitative Methodologies

Qualitative research methods are defined as any type of study producing results that cannot be determined through statistics procedures or another form of quantification. It might include research into the individual's life, living experience, behavior, emotions, feelings and organizational functioning, societal movements, cultural phenomena or interactions with other countries. Therefore, qualitative research does not have statistical characteristics and has a number of realities within it. In 2014, Flick claimed that qualitative research should consider collecting unstandardized data and analyzing texts and images, rather than numbers and statistics, in order to gain a deeper understanding of subjective meaning or the social production of subjects, events as well as practices. That definition stresses the way people have to make sense of things in this world. It is mainly related to a number of aspects that Qualitative Research carries out. In addition, Denzin and Lincoln argued in 1994 that quantitative research involves multiple methods of study which take the interpretive or naturalistic view of their subject matter. Moreover, it is clear that there are a range of different perspectives involved in quality research. Van Maanen (1979) defines it as an umbrella term that refers to a series of interpretive techniques which seek to define, decipher, translate and otherwise identify certain more or less natural phenomena affecting the social world in terms of meaning rather than their frequency. Consequently, it seems that an overarching concept in which different questions can be addressed and there are favorable and unfavorable perspectives appears to be Qualitative Research. The use of qualitative research approaches and methods has its advantages.

Firstly, qualitative methods of research create a highly detailed description of the participant's emotions, opinions and experience; interpreting their actions as meaning. (Denzin, 1989).

Secondly, there are some who hold the opinion that the human experience in specific settings is holistically understood in qualitative research approach (interpretivism). For instance, Denzin and Lincoln (2002) suggest that qualitative research is a multidisciplinary field which includes an ample range of epistemological approaches, techniques for the study of individual experiences as well as interpretative procedures.

Thirdly, the approach of interpretive research is considered to be an ideographic or the study of individual cases or events (Kelin & Myers, 1999). and it can understand various voices, meanings and events. The meanings of many events are therefore a source of knowledge in this approach. (Richardson, 2012).

Fourthly, qualitative research admits that researchers are looking for the participant's inner experience as well as to find out how meanings develop in culture. (Corbin & Strauss, 2008).

Fifthly, it is the preferred method of data collection which uses qualitative research methods including participant observations, spontaneous interviews, direct observations and descriptive records. (Cohen, Manion, & Morrison, 2011).

Lastly, as the design can be constructed and reconstructed to a greater extent, there is a flexible structure in qualitative research design (interactive approach). (Maxwell, 2012).

There are some disadvantages which are as follows:
On the one hand, Silverman (2010) notes that in qualitative research approaches some aspects of contextual sensitivity have been overlooked and more attention has been paid to meanings and experiences.

Secondly, the results of a qualitative approach may not be sufficiently credible to policymakers. In Sallee's and Flood's (2012) research, it can be found that when researchers are needed, stakeholders make frequent use of studies based on quantitative methods.

Thirdly a smaller sample size is a concern with regard to the research method, leading to an overall question of generalizability amongst all researchers (Harry & Lipsky 2014, Thompson 2011).

Finally, in conclusion, it takes significant time to analyze cases and is therefore difficult to generalize results across a wider population using the same extent of precision. **(**Flick, 2011).

4.4 Quantitative Methodologies

Qualitative research is aimed at analyzing causal relationships among a large variety of defined variables. Usually, in order to explain statistically the variation in the outcome factors (dependent variables), through the input factors (independent variables), cross-sectional data and variance analysis are used. **(**Van de ven and Huber, 1990).

For the use of quantitative methods, a large representative sample shall be used which is based on a standardized statistical method. A clear definition of an actual research model is the key to the art of quantitative research (dependent and independent variables, as well as mediators, moderators and controls) and the development of credible hypotheses in relation to particular relations. It follows that, in practice, an analysis of the data is a very technical process.

Girtler (1984), found four main advantages of quantitative method which are (1) clear and unambiguous results (hypothesis either supported or rejected) (II) Comparability across different studies (due to hard data and standardized analysis), which enhances cumulative research (iii) greater objectivity and reliability due to clear analytical techniques and measures and (iv) high generalizability and external validity (as they are in general based on a large statistical sample).

There also has a number of criticism of Quantitative method which are: (1) due to strict focus on observations of phenomena external to the individual or group, phenomena internal to the individual or group (interpretation of perceived reality) are mostly neglected. (ii) To account for situational and contextual meanings, quantitative tools are not suited (iii) False interpretations or irrelevant information can be a danger (due to pre-defined hypothesis).

4.5: Reasons for choosing sequential mixed method

To describe and explain phenomena, quantitative research is the numerical representation and manipulation of observations. Moreover, the term "quantitative research" is defined by Cohen (1996) as social research that uses objective methodologies and statements of fact. He argues that, rather than what “ought” to be the case, an empirical statement is defined as a descriptive statement of what “is" in the real world. The main objective of this study is to evaluate the perception of rural Bangladeshi men influenced by TVCs towards buying household products. There is no quantitative form of data about rural men for empirical evaluation.

Nevertheless, a number of hypotheses have been developed in this study on the basis of qualitative research and all these hypotheses are tested quantitatively. Through sampling technique, a sample of 400 respondents was selected and a questionnaire that asked respondents to rate a number of statements and obtained the answers on five point Likert scale. In this way, the study collected qualitative data on rural men’s perceptions, and make them quantitative using a five point Likert scale.

4.6: Research Philosophies and Methodologies

Table 4.6: Research Philosophies and Methodologies

Philosophy and Research Methodology						
Research Philosophy	Research Approach & Strategy	Research Method & Time Horizon	Research Technique & procedure	Sampling Technique	Data Collection Method	Data Analysis Tools
Social Constructionism & Relativism Research Philosophy	Both Deductive and Inductive approach. Survey, In-depth interview and Focus Group Discussion Strategy	Sequential mixed method, Qualitative and Quantitative Research, Cross Sectional	Data collection and Data Analysis	Non-probability Sampling(Sample of 400 rural men selected through multi stage non-random sampling)	Literature review, In-depth interview, Focus Group Discussion(FGD) and Questionnaire survey	Descriptive Analysis, ANOVA, Factor Analysis, Regression Analysis, SEM

Adopted Philosophies

Social Constructionism

A theory of knowledge sociology and communication that examines the development of different perspectives on the world is Social Constructionism, or a social construction of reality. A perspective that believes that a great deal of human life exists as it does due to social and interpersonal influences is known as social constructionism (Gergen, 1985, p. 265).

Social constructionism challenges most of our common sense about ourselves and the world in which we live, 'personality or "attitudes" that can easily be incorporated into today's understanding framework. Our understanding of all aspects of social and psychological life needs to change, and with it, the framework. (Burr, 1995, p. 12).

Social constructionism refers to the idea that our culture and society learn the content of our consciousness and the way we relate to others; all the metaphysical quantities that we take for granted are learned from others around us. (Owen, 1995, p. 186). In the way in which Social Constructionism determines how we interact with others, it is evident to me that socialization and enculturation are most active for shaping our own existences among people we know as well as current influence of those now known. (Owen, 1995, p. 161).

This philosophy talks about personalities, attitudes and life experiences, interpersonal influence, common understanding of reality, socializing and enculturation which are all very important to my research.

Relativism

Only the truths that a particular individual or culture happens to believe and the belief that there is no absolute truth, is defined as Relativism. According to Schick and Vaughn (2004), subjective relativism refers to the idea that what makes an action right for someone is that that person approves of it. Morals are influenced by various views, and this theory argues that the appropriateness of a measure always depends on an individual. Truth relativism is referred by this philosophy, for example, it is called "the theory that there are no universal truths," which means the truth exists according to some particular frame of reference such as language or culture. Pope Leo XIII (1810–1903) was the first known Pope to use the word relativism (1884). Relativism philosophy deals with socialization, subjective value, perception and consideration which are relevant to my research.

Research Approach followed are deductive and inductive approaches, while the strategies are survey and case study strategies. Research Method followed Sequential mixed method: Qualitative and Quantitative Research, and the Time Horizon is Cross-sectional. Research technique and procedures used here are Data collection and Data Analysis, Literature review, in-depth Interview, Focus Group Discussion (FGD), case studies, and questionnaire surveys.

4.7 Population and Sampling

4.7.1 Population

A sample does not have to represent the whole population, but has to belong to an interest group. The target population refers to the population of interest (Dillion, 2000). In essence, the problem statement should be addressed by a correct definition of the target population.

There are three points to be taken into account when determining the target population mentioned by Dillion, Madden and Firtle (2000). In particular, the target population has to be representative of the study objective and must contain those persons who have access to the data required by the survey.

Secondly, there is also a need to specify clearly the types of characteristics which should be used by respondents for inclusion in the sample. Finally, clear explanations must be given on all decisions to include or exclude respondents from the survey.
The target population shall be selected from all the villages of Bangladesh in order to conduct this study.

4.7.2 Sample

To infer general conclusions on the total number of elements, selection of a sample is to choose an element from the target population. (Dillion, Madden and Firtle, 2000). Limitations in time and resources do not allow for all elements of a targeted population to be studied. **(**Churchill, 2000)

In fact, Parasuraman (2004) states that the sampling may be even more accurate than the complete census data, which is only a fraction of the universe. It is for this reason that, rather than just the quantity of elements included, other factors relating to data processing have an impact on its accuracy (Parasuraman, 2004).

In the absence of statistics that can be used to define a certain type of sample size which will give an adequate degree of confidence in any particular variable, they are not significantly valuable for experienced researchers. (Alreck & Settle, 2000).

To calculate, it is necessary to estimate reasonably well the population variation which has not been known in advance. In addition, many variables are covered by the vast majority of surveys and variance in each variable can be difficult to predict at a later stage. The size of the sample may, for all but a few variables, be very likely to be larger than it needs if this calculation is made and the most needed sampling sizes are taken into account. (Alreck & Settle, 2000).

A key statistical technique used in this study, namely structural equation modelling, has had an impact on the sample size. The study's complexity, generalization for purpose, predicted rate of missed data and estimation procedures used were other factors affecting the sample size decision. (Hair et al., 2006).

One of the important advantages of qualitative methods is that, in view of the sample being representative of the basic characteristics of the study population, valid conclusions can be drawn about the study populations based on their findings. To this end, estimating the size of the sample and dealing with nonresponse bias had been a key issue in the area of Quantitative Survey Design. The following formula of Fisher et al. 1983 has been used for estimating the alpha error and reducing it:

$n=\frac{(z2\ pq)}{d2}$, where the sample size is n, the statistical certainty chosen is z or the standard z-statistic of the normal distribution (95%) corresponding to the chosen level of significance (usually 5%); the proportion of the character of interest is p or the estimated level/ coverage to the estimated (q=1-p), the maximum possible error is d which the researcher is willing to tolerate or the tolerated maximum value of relative sampling error (this study considered an error of 5% deviation from the results).

In conclusion, the sample size, important qualitative factors which should be considered as characteristics of studies, variables, analysis type etc. are all to be determined. In the light of all those factors, an optimal sample size of 400 was intended to achieve better results.

4.7.3 Sampling and Sampling Technique

Sampling is intended to ensure that a sufficient number of elements for the entire population are taken into account when drawing conclusions. (Cavana et al., 2001). The principles of identification and access to data sources are part of the term sampling. The sampling technique followed in this research is multistage non probability sampling. The whole country divided into four regions and selected one region non- randomly. Again from one region one district, five sub districts and ten villages selected non-randomly. From each village forty households totaling 400 households non-randomly selected. As the geographical dimension is only non-randomly selected 400 households of 10 villages of 5 Sub districts / Upozilas from 1 large District of rural Bangladesh where characteristics of almost all rural men are available. The demographic characteristics like education level, occupation, monthly income, living standard etc. are almost similar in rural villages all over Bangladesh, the sample may be considered representative.

4.7.4 Data Collection Method

Sekaran (2003) states that data collection methods are used in different ways to assess the acceptance and use of technology research. Furthermore, survey methods such as the systematic interviews are common and widely used. Surveys are divided into the use of Internet surveys and not internet surveys as new technology is introduced. There are many ways to conduct a survey other than via the Internet, such as door surveys, ad hoc mail surveys and self-administered questionnaires. (Sekaran, 2003). There are advantages and drawbacks to each of these methods.

The benefits and disadvantages of the personally administered questionnaire are set out in the table below.

Table-4.7.4.1: Advantages and disadvantages of data collection mode.

Data collection mode	Advantages	Disadvantages
Personally/ self-administered questionnaire	-Ability to report and motivate respondent -Doubts can be clarified -Less expensive when administered to a group of respondents -High response rate assured -Respondents anonymity is high	The company may be reluctant to give its workers time for a survey while groups of staff have been gathered in order to carry it out.

Source: Sekaran, 2003

Due to its ability to influence respondents and high response rates, this study was conducted using a personal self-administered questionnaire. A more efficient method of collecting data was to use a personal questionnaire, assisted by experienced experts, because the survey was limited to a certain number of rural men.

4.7.5 Data Collection Tools

One of the main tools in collecting data is a questionnaire.(Parasuraman,2004) shows that there are no rules which can be complied with in order to obtain a perfect questionnaire. Every questionnaire of Sommer and Sommer, 2003 has two basic aspects: its content and format. Every questionnaire has two basic aspects: its content and format (Sommer and Sommer,2003).

The questionnaire of this study was prepared having the content to determine the perception factors of rural men's buying household products in Bangladesh and their Involvement outcome factors. The contents of this questionnaire mainly described the perception of rural men's buying household products and their involvement outcome.

The survey questions are based on two basic formats: structured and unstructured, (Alreck and Settle, 2000). A structured questionnaire, including a preformulated verbal set of statements taken, was the main instrument for collecting data.

The following reasons exist in favor of the use of a Structured and Self-administered Questionnaire as its main data collection tool :

1) In respect to the study of the Rural men's perception/intention to buy household products, a quantification of information was required.
2) Structured questionnaires, particularly when the studies defined variables that could be used to measure them, were of the highest efficiency and effectiveness in collecting data. Sekaran (2003) agrees that, in field studies, questionnaires are used to measure variables of interest.
3) A questionnaire can be distributed to a number of individuals at the same time; costs are lower and takes less time than conducting an interview, but it does not need any particular skills in comparison with interviewing (Mugenda2008; Amin, 2005; Mugenda & Mugenda, 2003).

Close-ended questions are a core element of the structured questionnaire. As a measurement technique, it was decided that the five point Likert scale would be used. A Likert scale is a method by which many items, that are declarations or intentions, can be created.

The assessment of each item was taken into account whether it reflects either a favorable or a negative view on the object in question. Respondents, in the framework of a five digit category identifier scale, are ranked according to their perception on each dimension item. (Dillon et al., 2000).

4.7.6 Pretest and Item Modification

In order to assess the strength and weakness of these questionnaires, a preliminary test was carried out. It was proposed that the questionnaire be tested in all aspects prior to being considered ready for administration by Kinnar and Taylor (1996). To compare to those who will participate in the actual survey, testing should take place with similar respondents. (de Vaus, 2002).

Since items were developed especially for the study as part of the measurements, it was considered that an assessment of the questionnaire would be required before its use on a sample population, so as to make sure it was clear. According to pre-test result, the questions have been modified and added.

Experts were invited to submit their comments on the draft questionnaire, which asked them to take a look at such things as difficulties in Questioning with main questions and bias due to order. For the purpose of amending the questionnaire, they were asked for a critical assessment and comments.

The purpose of this examination was not merely the prevention of language errors which might occur in translation but also to assess whether respondents would be able to follow instructions effectively, if questions were easy for them to understand and how long they should take.

The comments and suggestions received from the respondents have also been addressed. The text, wording, order and presentation of the questionnaire have been amended in a number of minor ways.

4.7.7 Data Analysis Method

Here are the statistical methods that have been used to interpret these data. In order to interpret the data, descriptive and statistical analysis was used. The descriptive analysis of this study was carried out using the SPSS Version 22 (Statistical Package for Social Sciences).

In order to determine the suggested relationship between the study variables, structural equation modelling (SEM) was carried out using AMOS 22. Construct validity was assessed by running a confirmatory Factor Analysis (CFA) before testing the hypothesized path using SEM, as suggested by Anderson and Gerbing (1998). Three levels of data assessment have been collected from the questionnaire. The data, which was generated by the Likert scale, were nominal, interval and ordinal.

4.7.8 Descriptive Statistics

There are three categories of descriptive statistics. The 1st group shall be the mean, median and method used to address the central tendency of variables. (Mazzocchi, 2008). The mean is calculated as an average of the values contained in a data set, divided by its number of values. The major characteristic of the mean is the computation of the mean based on all data set values. The median is the value of the top item when these figures are set in relation to their respective magnitudes. The positional average, which is not defined algebraically as the mean, is the median; in some cases it is not possible to precisely calculate it, and it is located centrally.

The mode's most important characteristics are that it has the highest frequency in a set of values. The mode of the discrete data set is easy to compute and not affected by extreme values. The method of designating a class interval may also significantly affect the value of this mode. (Shao, 2002).

Dispersion is represented by the second group; it can be estimated using the range, variation for standard deviation, the coefficient of variation (Mazzocchi, 2008**).** The range is the variance of a data set's upper and lower values. A variable and standard deviation is used as a measure of variability in the sample data.

The coefficient of difference, which is a measure of dispersion expressed in relation to its respective value, is widely used. Only when measuring the variable by a ratio scale is it possible to apply these measures. **(**Shao, 2002)

4.7.9 Statistical Analysis

Factors analysis, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM) are the main elements of the statistical analysis in this study.

Cronbach's Alpha Reliability Coefficient for Likert – Type Scales:

In principle, the Cronbach's alpha is an indication of internal consistency that shows how closely related a set of items are to one another. It is considered as a measure of reliability with respect to the scale. It is true that Cronbach's alpha isn't a statistical test, but an estimate of reliability or consistency. Normal Range: between 0 – 1, but the closer to 1 is the greater internal consistency of the items in the scale.

George and Mallery's (2003) instructions are as follows: ">.9 – Excellent, >.8 – Good, >.7 – Acceptable, >.6 – Questionable, >.5 – Poor, and <.5 – Unacceptable" (p. 231) which many recent research papers have acknowledged.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO):

Kaiser-Meyer-Olkin's Sampling Adequacy Measure is a statistical indicator that indicates the extent of variance in variables which are likely to be caused by underlying factors. Generally, high values in the range of 1.0 to 2.0 indicate that a factor analysis can be useful for data. The results of the factor analysis are unlikely to be helpful in cases with a value below 0.50. How much of the variables are capable of measuring factors. Field, A. (2009) & Hof, M. (2013), suggested that KMO values from 0.5 to 0.7 were mediocre, value between 0.6 and 0.8 was good, value in the range of 0.8 to 0.9 was great, above 0.9 a wonderful value.

Bartlett's test:

Bartlett's test of sphericity is to evaluate the hypothesis that a correlation matrix is an identification matrix, which will indicate whether variables are not related and therefore cannot be detected for structural detection. The small values (below 0.05) of the significance level give a sign that factor analysis might be helpful for your data.

Communalities:

A variable intrinsic similarity is a useful parameter for the prediction of its principal value when analyzing PCA (principal component analysis) and factor analysis. In particular, it gives you the proportion of differences in variance to be derived from either: The basic components or correlation among each factor and their respective factors. (Vogt, 1999).Carpenter, S. (2018) and Cengiz, E & Kirkbir, F. (2017) explored in their research paper that EFA loadings of objects to identified measurements should be average (around 0.4) to high (closer to 1.0). Furthermore, you can choose whether to delete items which are too low for other dimensions, so that their load will be less.

4.7.10 Exploratory Factor Analysis (EFA)

Defining the basic structure of the underlying variables within an analysis is a key objective of factor analysis. A factor analysis uses the interdependence and multivariate techniques to aggregate information from many variables with a smaller number of subsets or factors. (Hair et al., 2003; Mazzocchi, 2008). In addition, it is considered to be the basis of structural equation modelling and multiple regression analysis. (Hair et al., 2006).

In addition, the dimension of originally observed scale measures in terms of their hierarchical structure without interdependent latent variables or factors has been identified by factor analysis. Metrical and correlation must be used for the items on the initial scale. On the basis of the contribution to the explanation of the overall scale variance, the factors are arranged in descending order of importance. Identifying many factors and interpreting what they mean is the main objective of this analysis.

A factor model that explains observations of an original variable, variance and covariance between pairs of variables is a theoretical framework. According to the model, an ordinary combination of common variables and its effect on a specific factor determines initial variables. The model is based on a series of assumptions. For the sake of having no average or unique variance, these original variables and their composite factors shall be standardized. There is a zero variance in the co-occurrence of common and unique factors with pairs of common and unique factors.

The analysis is based on the principal component analysis and extracts greater than the unity of the varimax rotation. The Bartlett sphericity test, which has a significance of 5

%, is used to confirm that the data are correlated. The effectiveness of the fit is reported and evaluated on the basis of communal characteristics, as well as total differences are explained.

4.7.11 Confirmatory Factor Analysis (CFA)

CFA is a method to test that well measured variables represent smaller groups of constructs (Hair et al., 2006). Before the results can be calculated, a researcher needs to define how many variables are included within this set of variables and what factor each variable is going to have high loading. (Hair et al., 2006).

CFA allows for researchers to verify or refute a preconceived theory, and it will enable them to see whether the parameters are in line with true data (Hair et al., 2006). CFA also estimates the relationship between constructs and variables and constructs to each other (Hair et al., 2006). When using the concept of correlation, covariance and factor loadings in order to explain them, CFA shall always compare or contrast with EFA. Hair et al., (2006) also note that the CFA model has been the basis of all other types of theory.

Table 4.7.11: Confirmatory Factor Analysis (CFA)/ Structural Equation Modeling (SEM):

Prime Fit Indices and Acceptable Cut-off Point:

Name	Abbreviation	Accepted Level in this Research	References
Normed chi- square	X^2/ df or CMIN/df	<5.0	Koyuncu, I. & Kilic, A.F. (2019); (Kline, 2016; Wheaton, 1987); Haq, M. R. (2010)
Root mean square error of approximation	RMSEA	<0.08	Koyuncu, I. & Kilic, A.F. (2019); (Steiger, 2007); Haq, M. R. (2010)
Goodness-of-fit index Adjusted Goodness-of-fit index	GFI AGFI	Values close to 0.9 and above indicate satisfactory fit	Koyuncu, I. & Kilic, A.F. (2019); (Hopper et al, 2008); Haq, M. R. (2010)
Normed fit index Trucker Lewis fit index Comparative fit index	NFI TLI CFI	Values above 0.8 and close 0.9 indicate acceptable fit	Koyuncu, I. & Kilic, A.F. (2019); (Hopper et al, 2008); (Hu & Bentler, 1999); Haq, M. R. (2010)
HOELTER		>200 critical values	Koyuncu, I. & Kilic, A.F. (2019); (Holmes-Smith, 2002); Haq, M. R. (2010)

4.7.12 Structural Equation Modeling (SEM)

SEM is a SEM allows researchers to simultaneously test a set of regression equations, which are an extension of the general linear model GLSM. To put it another way, the aim of SEM is to explore relationships between an exogenous variable and one or more independent variables which are dependent on endogenous variables. The SEM software is capable of testing theoretical models, but also enables the examination of more complicated relationships and models such as confirmation factors or time series analysis. Furthermore, to clarify the theory being examined, structural relations can be modelled in a graphical way by means of SEMs. SEM provides several advantages, one of which is to conduct the data analysis in a confirmatory rather than exploratory manner. Secondly, SEM can estimate variance parameters in errors and latent variables, Thirdly, SEM may also include both known and unknown variables. Fourthly, using SEM programs, researchers can obtain a unified framework that will fit different linear models. Fifthly, SEM programs perform an overall test of model fit and individual parameter estimation tests simultaneously. Sixthly, Regression Coefficients, means, and variables may be compared simultaneously even across different groups.

In this research, SEM has been used for extensive data analysis to examine relationship among different dependent and independent variables. It has been used to test complex relationship of models like Confirmatory factor models of different factors. SEM provides an overall test of model fit indices, separate parameter estimation tests, correlation analysis and variance analyses in a very effective manner.

4.7.13: Validity and reliability

The validity of the conclusions derived from this research is concerned with integrity. Validity is objectively measured for the purpose of approving that a deep examination of various related disciplines should be taken into account in business research practices,(Bryman & Bell, Business Research Method, 2011): Three kinds of validity were taken into account in this thesis.

Measure validity: In order to ascertain whether the taste appears to measure what is meant for measurement, these criteria are usually used in quantitative research methods. Following a structured questionnaire to limit any possible influence on the findings that may distort research and affect their reliability, questions submitted by the manager

during his interview were carried out in an objective manner (Bryman & Bell, Business Research Method, 2011)

Content validity**:** The validity of the content relates to the compatibility of the research questions with the content or subject area, as defined by the College Board, 2014. The thesis has been examined by advisors and peer students. This also improved the research and made some adjustments before it was written that did not have any relevance for analysis.

Construct validity: The construct validity refers to whether the results of the studies support a theory underlying the study and, if this theory provides an optimal explanation for the findings (Graziano & Raulin 2010). The questioners and the underlying theories shall assess the validity of the construction (Bryman & Bell, Business Research Method, 2011). To ensure that any questions chosen are in line with the theories put forward, the questions drawn up for this survey were carefully evaluated.

Reliability: The degree to which the stability and consistency of a concept are measured is called reliability. In particular, reliability concerns the relationship with quantitative research (Bryman & Bell, Business Research Method, 2011).

Reliability is commonly given the name of repeatability in research. When identical results are received over and over a number of times, the measure may be deemed to be sound. In research, a design needs to work so efficiently that any researcher who uses it for the purpose of studying an identical phenomenon will arrive at this conclusion. This makes it possible to replicate high quality research. (Vogt 2007, p.113.)

Chapter-5 Assessment and Refinement of measurement scales by Qualitative measures

5.1 Introduction

Qualitative as well as quantitative methods have been applied in this study. As an alternative, qualitative and quantitative methods are generally seen as one of the only options. Qualitative research is a universal generalization and constitutes an essential condition to accomplish the majority of Quantitative study, as it helps identify relevant issues. (Baker, 1991)

Qualitative research is mainly applied for exploratory purposes. The use of group discussions to refine and pretest quantifying scales or other components of the exploratory survey design, which is very usual in survey study, is an extension of the intent (Desvousges & Frey, 1989). During a group discussion, questions may be posed to multiple individuals at the same time within formal and informally organized settings (Fontana &Frey, 1994). Two Field Guidance Data sets were used in this study, with a view to carrying out Qualitative Research prior to Quantitative study. This has been used to refine the models for assessing TVC impacts on rural men who purchase household products and their measurement variables which were derived from literature reviews. The quantitative method will be used in the future to test this.

5.2 Perception factors of rural men towards TVCs

Through an extensive literature review on perception, consumer's perception, consumer's behavior, consumer's involvement, rural economy& rural men, household products, and Television Commercials(TVCs), five complex variables and 25 simple variables/ scale items were identified that influence rural men's perception towards TVCs .

Furthermore, because of rural men's involvement with TVCs, five involvement outcome factors and 25 scale items were also identified. The findings have been shown in the following tables:

Table 5.2.1 List of parameter, complex variables, simple variables and Scale items of rural men's perception influenced by TVCs

Parameter	Factors/ Complex Variables	Simple Variables	Statements/Scale items from existing Literature and from FGDs
Rural men's Perception influenced by TVCs	1.Attitude	1.Knowledge	TVCs enhance my knowledge about household products
		2.Economic status	I feel TVCs influence varies on economic status
		3.Occupation	TVCs influence varies on occupation
		4. Social Status	TVCs influence varies depending on social status
		5. Family influence	Family influence plays vital role towards TVCs
	2. Motivation	1. Need the product.	TVCs motivate me to buy product which I need.
		2.Save time, money,& energy	TVCs help me to save time, money and energy while buying household products
		3.Safty	I feel safe to buy TVCs products
		4.Exclusiveness	I prefer exclusive products of TVCs
		5.Convenience	I find convenient to buy TVCs products
	3.Perceived quality	1.Service feature	The service features disclosed in TVCs influence me to buy products

		2.Design	The design of products shown in TVCs influence me to buy products
		3.Performance	The performance of products disclosed in TVCs influence me to buy products
		4.Brand name	TVCs influence me to remember brand name of products
		5.Packaging	TVCs attract me towards packaging of products
	4.Experience	1.Requirements	TVCs influence my requirement to buy products
		2.Availability	TVCs help me to assure availability of products
		3.Support service	The support service disclosed in TVCs influence me to buy products.
		4.Competitive price	TVCs help me to buy products at competitive price
		5.Satisfaction	I feel satisfied to buy TVCs products
	5.Expectation	1.Customized service	TVCs influence me to buy customized service products
		2.Perceived performance	TVCs help me to buy products of perceived performance

		3.Customer relationship	TVCs help me to buy products from companies having good customer relationship
		4.Innovative products	TVCs make me aware about innovative products
		5.Good value for money	TVCs help me to buy products having good value for money

Table 5.2.2 List of parameter, Outcome factors and statements/Scale items of rural men's involvement with TVCs:

Parameter	Outcome Factors	Statements/ Scale items adapted from existing Literature and from FGDs
Rural men's Involvement with TVCs	1.Purchase knowledge	My knowledge improved through involvement with TVCs
		I purchase things which are well accepted
		I think TVCs are important to me to buy
		I know the special offers, gift offers, warranty etc. through TVCs
		TVCs provide me information about products.
	2. Confidence	TVCs increase my confidence
		I like to purchase things seeing TVCs
		I feel confident that I buy good quality
		TVCs make me creative to do something new
		TVCs give me new product ideas
	3.Social consciousness	I feel proud to tell people about my buying
		Buying TVCs products give me special identity to society
		People notice when I buy TVCs products
		My social status influence me to choose TVCs products
		I watch TVCs regularly to keep me update
	4. Materialism	Products attributes influence me to buy
		TVCs make me awawe about particular brands
		TVCs help me to recall certain products
		I understand product usage instruction from TVCs.
		My social status makes me think of buying TVCs products.
	5.Quality interest	I feel TVCs products are more genuine to purchase.
		I feel TVCs products are much safer and secured.
		I feel TVCs products are much credible.
		I feel TVCs products are superior and standard.
		I feel people appreciate quality when I purchase TVCs products.

5.3 Conclusion

Out of currently available literature, different social structural variables of rural men's perception which TVCs towards buying household products influence were identified. Among different variables, 5 most important variables have been chosen for further testing which are Attitude, Motivation, Perceived quality, Experience and Expectation. Furthermore, through TVCs involvement, Purchase knowledge, Confidence, Social consciousness, Materialism and Quality interest were considered as outcome variables. After conducting the FGDs, the variables and the scale items were refined and adopted for further testing.

Chapter 6 Analyses and Findings

6.1 Introduction

Qualitative as well as Quantitative study employed here. Qualitative research has been performed in order to assist the design and improvement of construct items with multiple item measurement elements, whereas Quantitative methods have been applied for testing constructs and their relationships. The results of the Qualitative Research were also tested for other Quantitative tests in order to develop models, showing the impact of TVCs on rural men's buying household products. The characteristics of the sampled specimens shall be indicated prior to reporting detailed qualitative analyses.

6.2 Sample Characteristics

There are 400 rural men from 10 villages which were selected for this survey in the Quantitative study phase. Self-administered questionnaire survey were conducted and collected response from 400 respondents. Demographic characteristics like age group, educational level, profession and earning of the respondents were considered, analysis of which are shown in the following Tables:

Table 6.2.1 Distribution of Respondents by Age Group

Age Group	**Frequency**	**Percent**
18-30 years	154	38.5
30-40 years	115	28.8
40-50 years	73	18.3
50-60 years	41	10.3
Above 60 years	17	4.3
Total	**400**	**100.0**

Remarks:

From all the 400 participants of our study most of them are from 18 to 30 and 30 to 40 years of age groups with 38.5% and about 29% respectively. The lowest proportion of the participants are from above 60 years of age group which is about only 4.3%. And rest are from 40-50 years (18.3%) and 50-60 years (10.3%) of age groups.

Table 6.2.2: Distribution of Respondents by Educational Level:

Educational Level	**Frequency**	**Percent**
PSC	87	21.8
JSC	116	29.0
SSC	98	24.5
HSC	68	17.0
Higher Degree	31	7.8
Total	**400**	**100.0**

Remarks:

From all the 400 participants of our study , the educational level shows that the highest number 116 participants (29%) are JSC passed, 98(24.5%) are SSC passed and 87(21.8%) are PSC passed. The lowest number 31(7.8%) having education level degree and above. And the rest 68(17%) are HSC passed.

Table-6.2.3: Distribution of Respondents by Occupation:

Occupation	Frequency	Percent
Business	123	30.8
Agriculture	29	7.3
Private Job	79	19.8
Govt. Job	10	2.5
Others	159	39.8
Total	**400**	**100.0**

Remarks:

From all the 400 participants of our study, the occupation shows that the highest number 159 participants (39.8%) are from others occupation followed by business 123(30.8%), private job 79(19.8%) and Agriculture 29(7.3%). The lowest number only 10(2.5%) having occupation Govt. Job.

Table 6.2.4: Distribution of Respondents by Income Status:

Monthly Income	**Frequency**	**Percent**
Tk.10000-20000	189	47.3
Tk.20000-30000	136	34.0
Tk.30000-40000	52	13.0
Tk.40000-50000	15	3.8
Above Tk.50000	8	2.0
Total	**400**	**100.0**

Remarks:

From all the 400 participants of our study , the monthly income shows that the highest number 189 participants (47.3%) are from monthly income range Tk. 10000-20000), 136(34%) having income range Tk. 20000-30000 and 52(13%) having income range Tk. 30000-40000. The rest 15 (3.8%) having income level Tk. 40000-50000 with the lowest number 8(2%) having income Tk. 50000 and above.

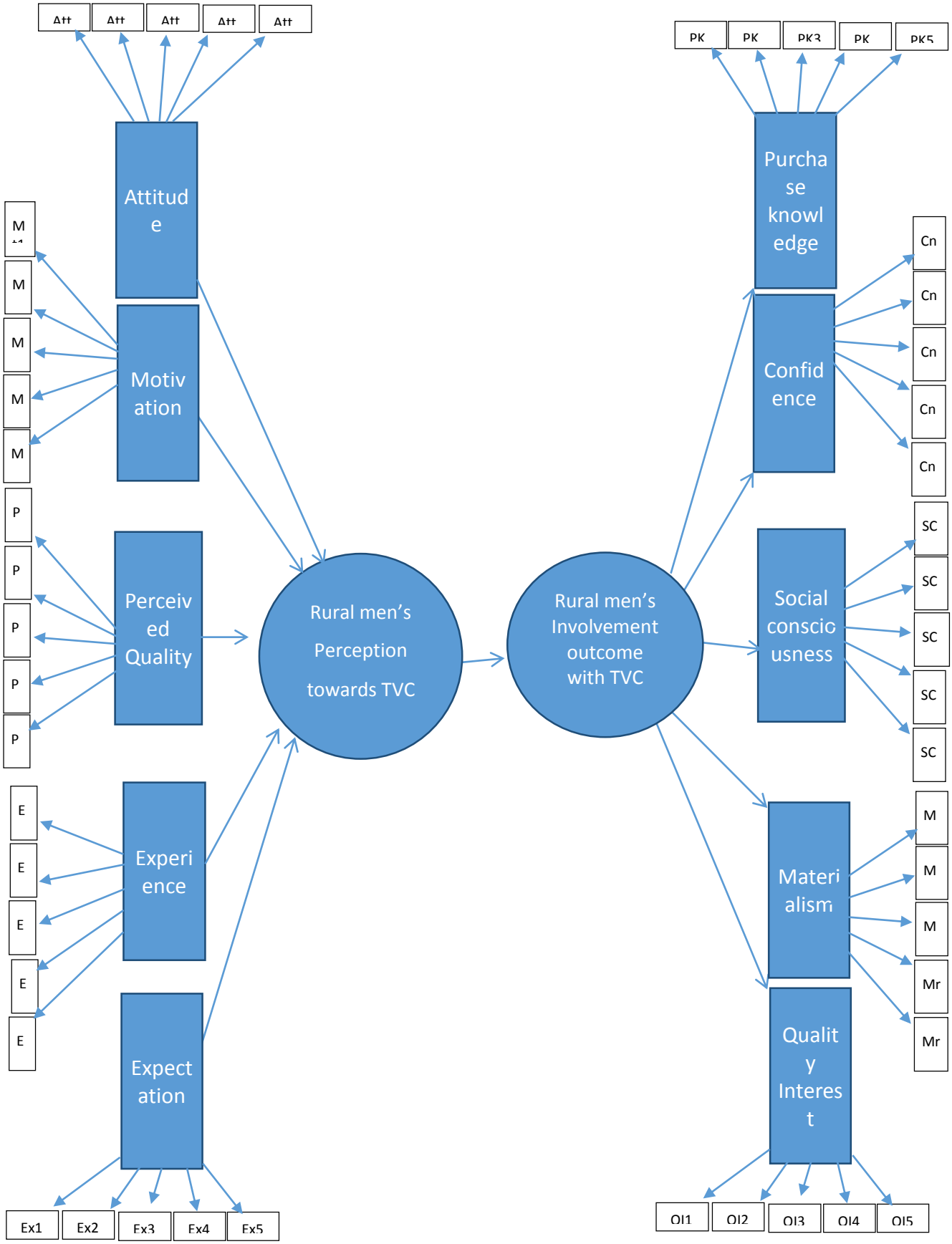
6.3 Assessment of Measurement Scales

Both exploratory factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) have been applied in this research. For the purpose of producing a set of scale items reflecting one or more underlying domains, an EFA has been used to test data dimensionality.

In addition to obtain a more accurate estimation of reliability and for formal testing of the uni-dimensionality of scales, further use has been made of the CFA using SEM program AMOS. A proposed model, which was drawn up on the basis of a literature review as well as an analysis of qualitative research outputs, has also been tested using SEM.

6.4 Proposed Model: Analysis and findings of EFA and CFA

6.4.1 Proposed Model:



Findings on Perception Factors

6.4.2 Findings on Attitude Factor:

Table 6.4.2.1: Reliability Statistics of Attitude Factor	
Cronbach's Alpha	N of Items
.798	5

Table 6.4.2.2: KMO and Bartlett's Test of Attitude Factor		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	545.224
	Df	10
	Sig.	.000

Table 6.4.2.3: Communalities of Attitude Factor		
	Initial	Extraction
Knowledge	1.000	.440
Economic Status	1.000	.590
Occupation	1.000	.568
Social Status	1.000	.560
Family Influence	1.000	.610
Extraction Method: Principal Component Analysis.		

Remarks:

Results of Cronbach's Alpha .798 and KMO .825 which are in the acceptable range. Bertlett's test of sphericity shows that p value .000 which is significant. Respective communalities for all the five variables are greater than 0.4. So, all the five variables may be treated as scale items for Attitude factor.

Figure 6.4.2.1: Confirmatory Factor Model for Attitude Factor.

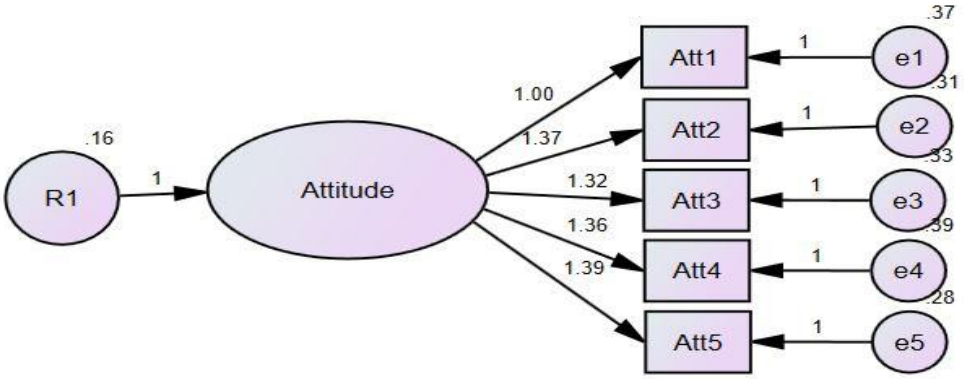


Table 6.4.2.4: Regression Weights of Attitude Factor

			Estimate	S.E.	C.R.	P Value
Att1	<---	Attitude	1.000			
Att2	<---	Attitude	1.373	.146	9.424	***
Att3	<---	Attitude	1.321	.143	9.260	***
Att4	<---	Attitude	1.356	.149	9.106	***
Att5	<---	Attitude	1.385	.145	9.573	***

Table 6.4.2.5: Standardized Regression Weights of Attitude Factor

			Estimate
Att1	<---	Attitude	.549
Att2	<---	Attitude	.703
Att3	<---	Attitude	.680
Att4	<---	Attitude	.659
Att5	<---	Attitude	.727

Table 6.4.2.6: Model fit indices of Attitude Factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	2.543	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.062	≤0.08	Accepted
Goodness of fit index (GFI)	0.988	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.963	≥0.9	Accepted
Normed fit index (NFI)	0.977	≥0.8	Accepted
Comparative fit index (CFI)	0.986	≥0.8	Accepted
HOELTER	348	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. Confirmatory Factor Analysis (CFA) shows that the model fit indices are allowable. Hence the proposed model and hypothesis H1 are not rejected. Therefore, TVCs have positive influence on Attitude (Att) factor of rural men towards buying household items.

6.4.3 Findings on Motivation Factor:

Table 6.4.3.1: Reliability Statistics of Motivation Factor	
Cronbach's Alpha	No of Items
.473	5

Table 6.4.3.2: KMO and Bartlett's Test of Motivation Factor		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.610
Bartlett's Test of Sphericity	Approx. Chi-Square	99.875
	Df	10
	Sig.	.000

Table 6.4.3.3: Communalities of Motivation Factor		
	Initial	Extraction
Need the Product	1.000	.574
Save time, Money & Energy	1.000	.526
Safety	1.000	.662
Exclusiveness	1.000	.529
Convenience	1.000	.399
Extraction Method: Principal Component Analysis.		

Remarks:

Results of Cronbach's Alpha .573 and KMO .610 are in the acceptable range. Bertlett's Test of Sphericity indicates showing significant p value .000. Respective communalities for all the five variables are greater than or equal to 0.4. So, all the five variables may be treated as scale items for Motivation factor.

Figure 6.4.3.1: Confirmatory Factor Model for Motivation Factor.

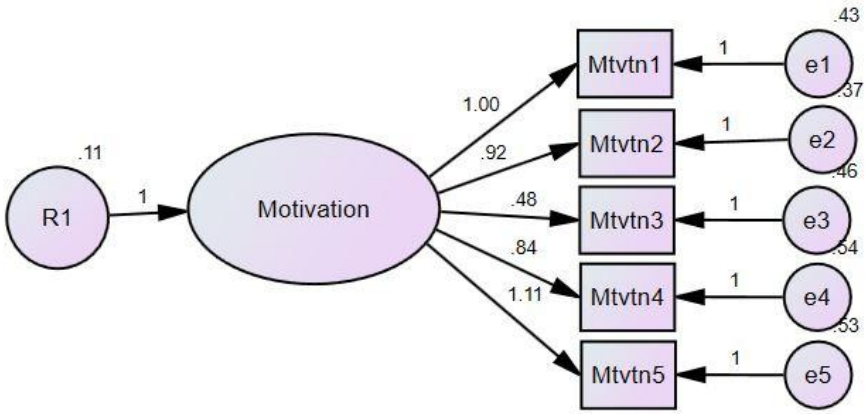


Table 6.4.3.4: Regression Weights of Motivation Factor

			Estimate	S.E.	C.R.	P Value
Mtvtn1	<---	Motivation	1.000			
Mtvtn2	<---	Motivation	.922	.224	4.111	***
Mtvtn3	<---	Motivation	.483	.169	2.866	.004
Mtvtn4	<---	Motivation	.842	.223	3.781	***
Mtvtn5	<---	Motivation	1.110	.270	4.114	***

Table 6.4.3.5: Standardized Regression Weights of Motivation Factor

			Estimate
Mtvtn1	<---	Motivation	.457
Mtvtn2	<---	Motivation	.457
Mtvtn3	<---	Motivation	.233
Mtvtn4	<---	Motivation	.360
Mtvtn5	<---	Motivation	.459

Table 6.4.3.6: Model fit indices of Motivation Factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	3.671	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.082	≤0.08	Accepted
Goodness of fit index (GFI)	0.982	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.946	≥0.9	Accepted
Normed fit index (NFI)	0.817	≥0.8	Accepted
Comparative fit index (CFI)	0.852	≥0.8	Accepted
HOELTER	241	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. Confirmatory Factor Analysis (CFA) shows that the model fit indices are allowable. The proposed model and hypothesis H2 are not rejected. Therefore, TVCs have positive influence on Motivation (Mtvtn) factor of rural men towards buying household items

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6.4.4 Findings on Perceived Quality Factor:

Table 6.4.4.1: Reliability Statistics of Perceived Quality Factor	
Cronbach's Alpha	N of Items
.481	5

Table 6.4.4.2: KMO and Bartlett's Test of Perceived Quality Factor		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.625
Bartlett's Test of Sphericity	Approx. Chi-Square	124.623
	Df	10
	Sig.	.000

Table 6.4.4.3: Communalities of Perceived Quality Factor		
	Initial	Extraction
Service Feature	1.000	.600
Design	1.000	.500
Performance	1.000	.420
Brand Name	1.000	.415
Packaging	1.000	.815
Extraction Method: Principal Component Analysis.		

Remarks:

Results of Cronbach's Alpha .581 and KMO .625 are in the acceptable range. Bartlett's Test of Sphericity indicates showing statistically significant p value .000. Respective communalities for all the five variables are greater than 0.4. So, all the five variables may be treated as scale items for Perceived Quality factor.

Figure 6.4.4.1: Confirmatory Factor Model for Perceived Quality Factor.

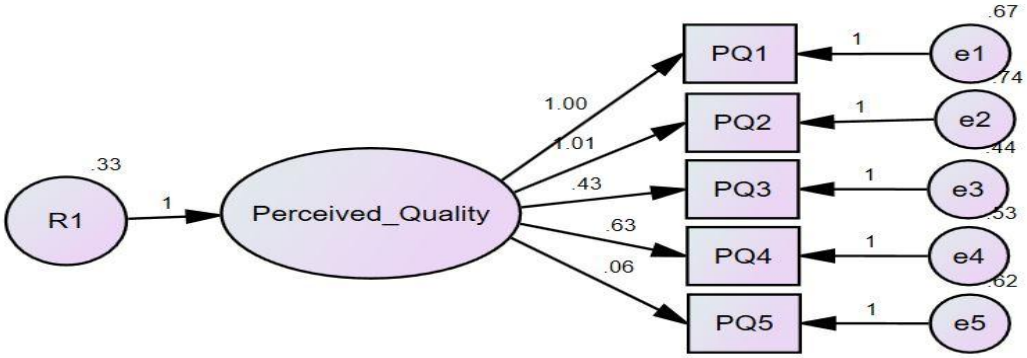

Table 6.4.4.4: Regression Weights of Perceived Quality Factor

	Estimate	S.E.	C.R.	P Value
PQ1 <--- Perceived_Quality	1.000			
PQ2 <--- Perceived_Quality	1.012	.197	5.145	***
PQ3 <--- Perceived_Quality	.426	.098	4.340	***
PQ4 <--- Perceived_Quality	.630	.126	5.015	***
PQ5 <--- Perceived_Quality	.062	.091	.676	.499

Table6.4.4.5: Standardized Regression Weights of Perceived Quality Factor

		Estimate
PQ1	<--- Perceived_Quality	.575
PQ2	<--- Perceived_Quality	.561
PQ3	<--- Perceived_Quality	.345
PQ4	<--- Perceived_Quality	.447
PQ5	<--- Perceived_Quality	.045

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable except Packaging (PQ5) Packaging (PQ5) has very low influence (0.045) on Perceived Quality factor and also statistically insignificant ($p>0.05$). Therefore we may ignore this variable from Perceived Quality Factor.

Figure 6.4.4.2: Revised Model for Perceived Quality Factor.

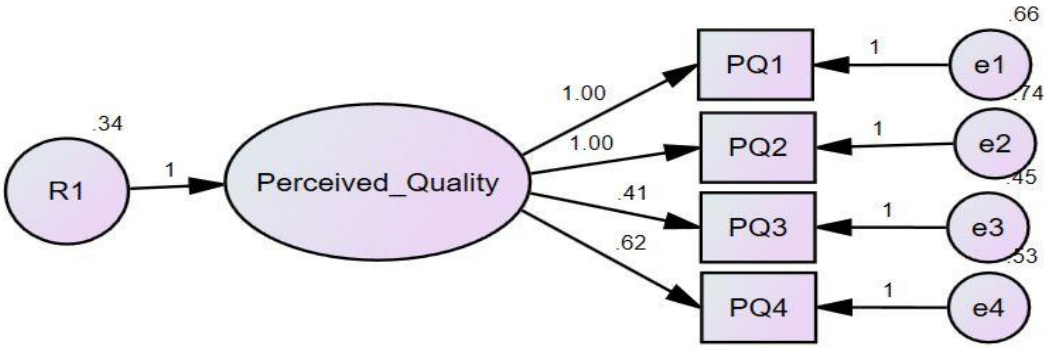

Table 6.4.4.6: Standardized Regression Weights for Revised Model of Perceived Quality Factor

		Estimate
PQ1	<--- Perceived_Quality	.582
PQ2	<--- Perceived_Quality	.558
PQ3	<--- Perceived_Quality	.340
PQ4	<--- Perceived_Quality	.445

Table 6.4.4.7: Model Fit Indices of Perceived Quality Factor

Model Fit Indices	**Proposed Model**	**Revised Model**	**Acceptable Range**	**Remarks**
Normed Chi-Square (CMIN/DF)	2.687	4.185	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.065	0.089	≤0.08	Accepted
Goodness of fit index (GFI)	0.987	0.990	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.961	0.951	≥0.9	Accepted
Normed fit index (NFI)	0.893	0.930	≥0.8	Accepted
Comparative fit index (CFI)	0.927	0.944	≥0.8	Accepted
HOELTER	329	286	>200	Accepted

Remarks:

Confirmatory Factor Analysis (CFA) shows that the model fit indices are better fitted in the revised Model. The revised proposed model and hypothesis H3 are not rejected. Therefore, TVCs have positive influence on Perceived Quality (PQ) factor of rural men towards buying household items.

6.4.5 Findings on Experience Factor:

Table 6.4.5.1: Reliability Statistics of Experience Factor	
Cronbach's Alpha	N of Items
.602	5

Table 6.4.5.2: KMO and Bartlett's Test of Experience Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	360.742
	Df	10
	Sig.	.000

Table 6.4.5.3: Communalities of Experience Factor

	Initial	Extraction
Requirments	1.000	.531
Availability	1.000	.569
Support Service	1.000	.061
Competitive Price	1.000	.545
Satisfaction	1.000	.626

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .602 and KMO .772 are in the acceptable range. Bartlett's Test of Sphericity indicates showing statistically significant p value .000. Respective communalities for the four variables are greater than 0.4 except Support Service (Exprnc3). So, among the five variables except Support Service (Exprnc3) all the remaining four variables may be treated as scale items for Experience factor.

Figure 6.4.5.1: Revised Model for Experience Factor.

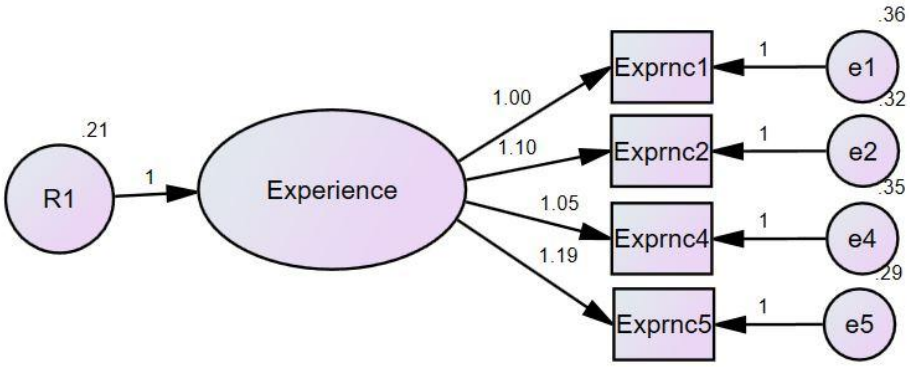

Table 6.4.5.4: Regression Weights of Experience Factor

	Estimate	S.E.	C.R.	P
Exprnc1 <--- Experience	1.000			
Exprnc2 <--- Experience	1.095	.117	9.332	***
Exprnc4 <--- Experience	1.050	.116	9.063	***
Exprnc5 <--- Experience	1.193	.125	9.582	***

Table 6.4.5.5: Standardized Regression Weights of Experience Factor

			Estimate
Exprnc1	<---	Experience	.612
Exprnc2	<---	Experience	.669
Exprnc4	<---	Experience	.634
Exprnc5	<---	Experience	.716

Table 6.4.5.6: Model Fit Indices of Experience Factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	0.920	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.000	≤0.08	Accepted
Goodness of fit index (GFI)	0.998	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.989	≥0.9	Accepted
Normed fit index (NFI)	0.995	≥0.8	Accepted
Comparative fit index (CFI)	1.000	≥0.8	Accepted
HOELTER	1299	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. Confirmatory Factor Analysis (CFA) shows that the model fit indices are allowable. The revised proposed model and hypothesis H4 are not rejected. Therefore, TVCs have positive influence on Experience (Exprnc) factor of rural men towards buying household items.

6.4.6 Findings on Expectation Factor:

Table 6.4.6.1: Reliability Statistics of Expectation Factor

Cronbach's Alpha	N of Items
.671	5

Table 6.4.6.2: KMO and Bartlett's Test of Expectation Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	577.654
	Df	10
	Sig.	.000

Table 6.4.6.3: Communalities of Expectation Factor

	Initial	Extraction
Customized Service	1.000	.638
Perceived Performance	1.000	.008
Customer Relationship	1.000	.628
Innovative Products	1.000	.647
Good Value for Money	1.000	.723

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .671 and KMO .795 are in the acceptable range. Bartlett's Test of Sphericity indicates statistically significant p value .000. Respective communalities for the four variables are greater than 0.4 except Perceived Performance (Expctn2). So, among the five variables except Perceived Performance (Expctn2) all the remaining four variables may be treated as scale items for Experience factor.

Figure 6.4.6.1: Revised Model for Expectation Factor.

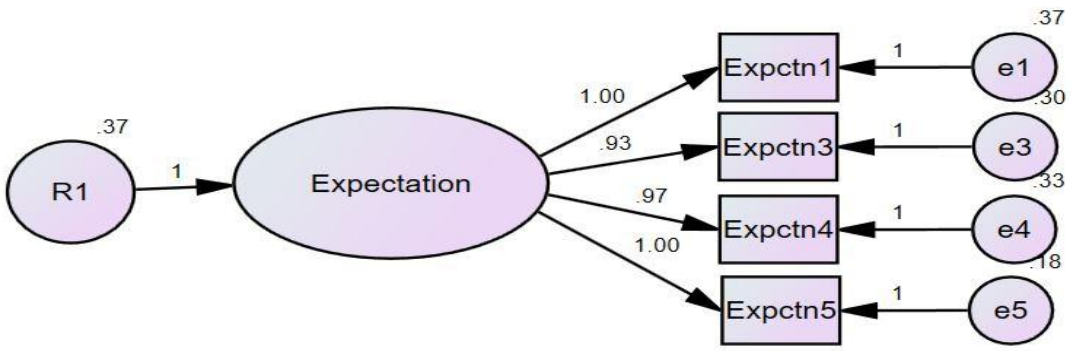

Table 6.4.6.4: Regression Weights of Expectation Factor

			Estimate	S.E.	C.R.	P
Expctn1	<---	Expectation	1.000			
Expctn3	<---	Expectation	.931	.075	12.460	***
Expctn4	<---	Expectation	.974	.079	12.393	***
Expctn5	<---	Expectation	.995	.074	13.525	***

Table 6.4.6.5: Standardized Regression Weights of Expectation Factor

			Estimate
Expctn1	<---	Expectation	.707
Expctn3	<---	Expectation	.719
Expctn4	<---	Expectation	.714
Expctn5	<---	Expectation	.817

Table 6.4.6.6: Model Fit Indices of Expectation Factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	5.296	<5.0	Unacceptable
Root Mean Square of Error of Estimation (RMSEA)	0.104	≤0.08	Unacceptable
Goodness of fit index (GFI)	0.986	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.932	≥0.9	Accepted
Normed fit index (NFI)	0.982	≥0.8	Accepted
Comparative fit index (CFI)	0.985	≥0.8	Accepted
HOELTER	226	>200	Accepted

Remarks:

Although the Normed Chi square (CMIN/DF) and RMSEA have slightly exceeded the lower limit but the model is statistically significant and all the goodness of fit indices are acceptable. Hence, we may conclude that the revised proposed model and hypothesis H5 are not rejected. Therefore, TVCs have positive influence on Expectation (Expctn) factor of rural men towards buying household items

Table 6.4.6.7: Findings on Perception Domain:

Parameter/ Construct	**Complex Variables/ Factors**	**Simple Variables/ Scale items/ Attributes**	**Remarks**
Perception towards TVC	Attitude	1. Knowledge 2. Economic status 3. Occupation 4. Social status 5. Family Influence	All the 5 variables are accepted
	Motivation	1. Need the product 2. Save time, money & energy 3. Safety 4. Exclusiveness 5. Convenience	All the 5 variables are accepted
	Perceived Quality	1. Service feature 2. Design 3. Performance 4. Brand name 5. Packaging	4 variables are accepted among 5 variables
	Experience	1. Requirements 2. Availability 3. Support Service 4. Competitive Price 5. Satisfaction	4 variables are accepted among 5 variables
	Expectation	1. Customized service 2. Perceived performance 3. Customer relationship 4. Innovative products 5. Good value for money	4 variables are accepted among 5 variables

Table 6.4.6.8: Factors found in Qualitative and Quantitative Analysis for Perception Domain

Factors	Qualitative Analysis	Quantitative Analysis
Attitude	5	5
Motivation	5	5
Perceived Quality	5	4
Experience	5	4
Expectation	5	4
Total	25	22

Table 6.4.6.9: Reliability Statistics of variables of perception Domain

Cronbach's Alpha	N of Items
.811	25

Table 6.4.6.10: KMO and Bartlett's Test of variables of perception Domain

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	2551.408
	Df	300
	Sig.	.000

Remarks:

From Cronbach's Alpha, KMO and Bartlett's test we may conclude all variables are reliable and can be treated as a scale item.

Figure 6.4.6.2: Primary Model for Perception towards TVC.

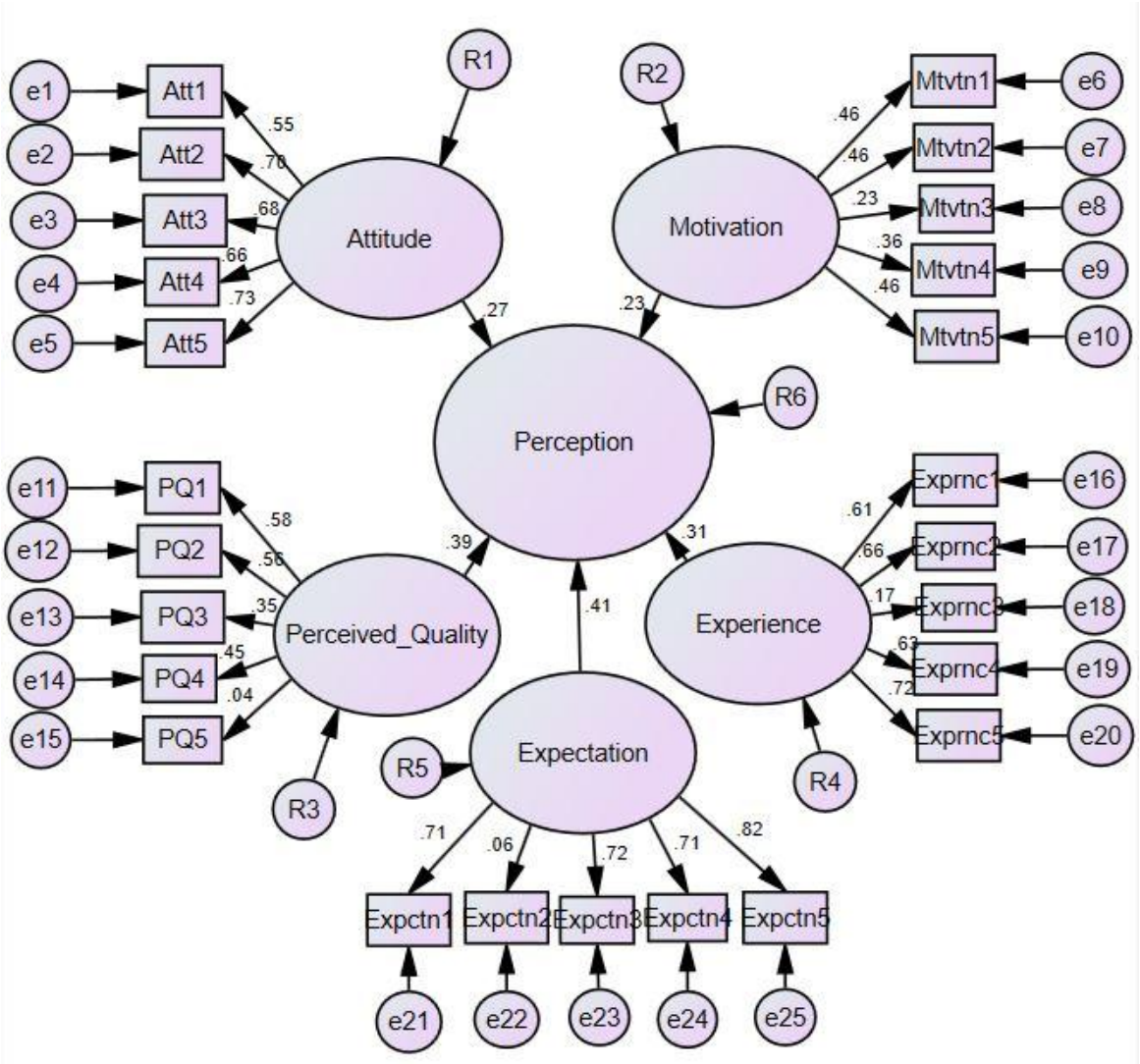

Figure 6.4.6.3: Revised Model for Perception towards TVC.

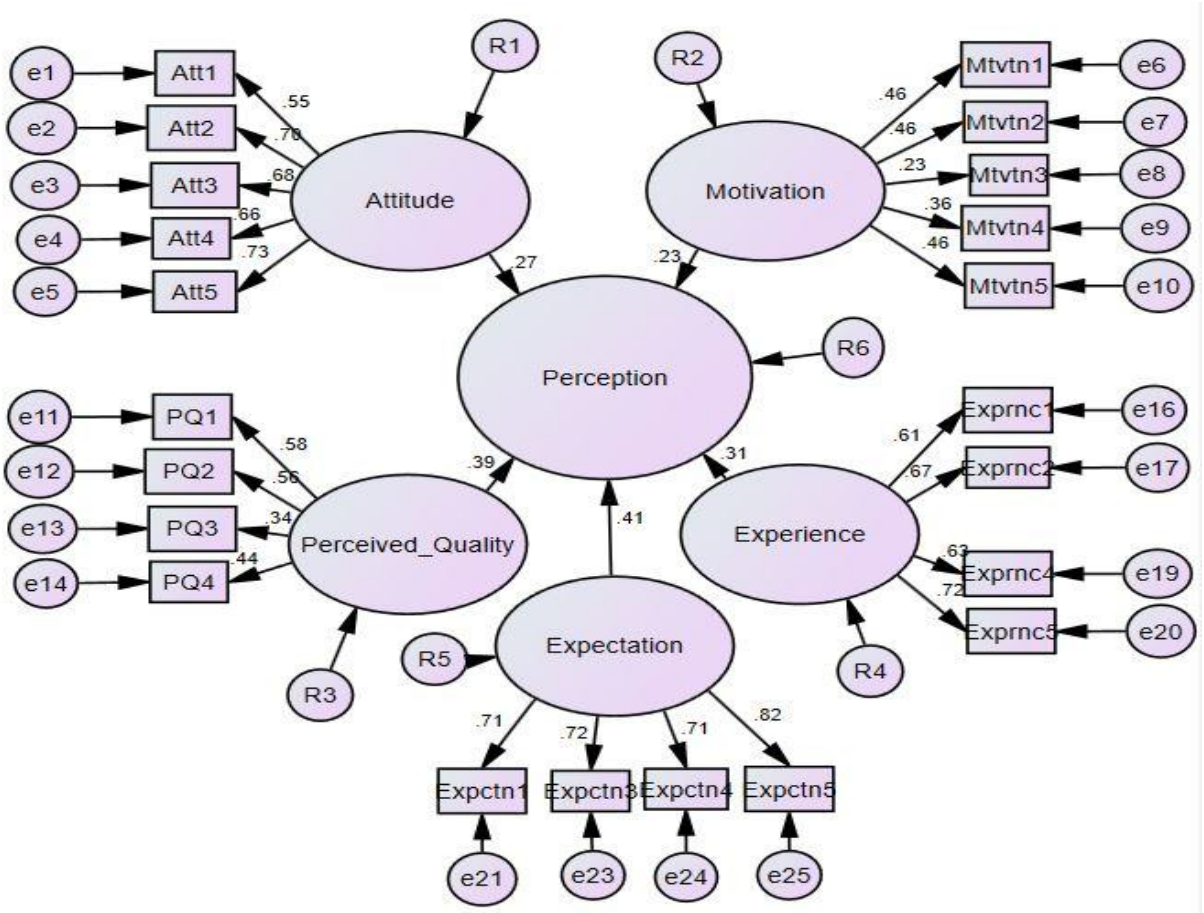

Table 6.4.6.11: Comparison of Model Fit Indices of primary and revised model

Model Fit Indices	Primary Model	Revised Model	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	3.470	3.681	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.079	0.082	≤0.08	Accepted
Goodness of fit index (GFI)	0.823	0.892	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.790	0.866	≥0.9	Accepted
Normed fit index (NFI)	0.635	0.792	≥0.8	Accepted
Comparative fit index (CFI)	0.706	0.814	≥0.8	Accepted
HOELTER	132	211	>200	Accepted

Remarks:

From the model fit indices we have found that our revised model is more significant and well fitted than the primary model.

6.4.7 Findings on Purchase Knowledge Factor:

Table 6.4.7.1: Reliability Statistics of Purchase Knowledge Factor

Cronbach's Alpha	N of Items
.543	5

Table 6.4.7.2: KMO and Bartlett's Test of Purchase Knowledge Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.673
Bartlett's Test of Sphericity	Approx. Chi-Square	142.455
	Df	10
	Sig.	.000

Table 6.4.7.3: Communalities of Purchase Knowledge Factor

	Initial	Extraction
Knowledge Improve	1.000	.571
Well Accepted Products	1.000	.687
Product Choice	1.000	.502
Special Offers	1.000	.487
Product Information	1.000	.577

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .543 and KMO .673 are in the acceptable range. Bartlett's Test of Sphericity indicates statistically significant p value .000. Respective communalities for all the five variables are greater than 0.4. So, all the five variables may be treated as scale items for Purchase Knowledge factor.

Figure 6.4.7.1: Confirmatory Factor Model for Purchase Knowledge Factor.

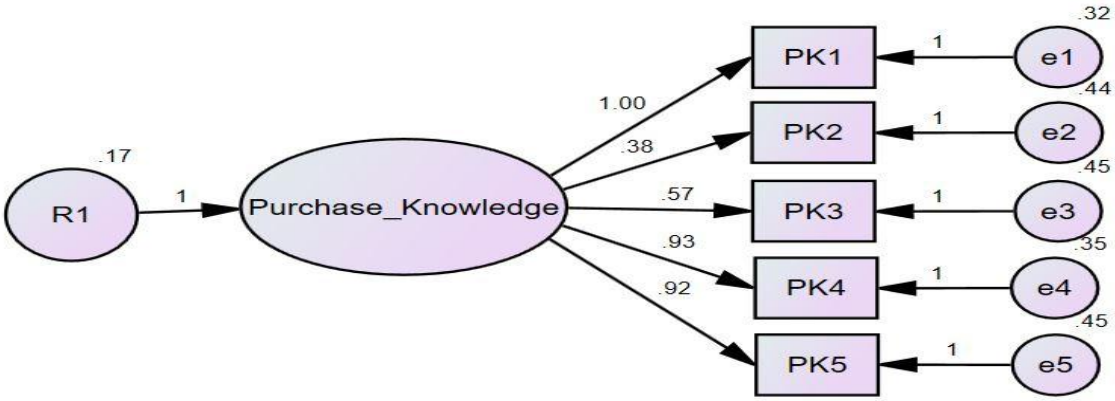

Table 6.4.7.4: Regression Weights of Purchase Knowledge Factor

			Estimate	S.E.	C.R.	P
PK1	<---	Purchase_Knowledge	1.000			
PK2	<---	Purchase_Knowledge	.376	.115	3.287	.001
PK3	<---	Purchase_Knowledge	.566	.129	4.398	***
PK4	<---	Purchase_Knowledge	.925	.164	5.643	***
PK5	<---	Purchase_Knowledge	.917	.165	5.542	***

Table 6.4.7.5: Standardized Regression Weights of Purchase Knowledge Factor

			Estimate
PK1	<---	Purchase_Knowledge	.591
PK2	<---	Purchase_Knowledge	.230
PK3	<---	Purchase_Knowledge	.330
PK4	<---	Purchase_Knowledge	.549
PK5	<---	Purchase_Knowledge	.493

Table 6.4.7.6: Model Fit Indices of Purchase Knowledge Factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	2.079	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.052	≤0.08	Accepted
Goodness of fit index (GFI)	0.989	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.968	≥0.9	Accepted
Normed fit index (NFI)	0.927	≥0.8	Accepted
Comparative fit index (CFI)	0.960	≥0.8	Accepted
HOELTER	425	>200	Accepted

Remarks:

Confirmatory Factor Analysis (CFA) shows that the model fit indices are allowable. The proposed model and hypothesis H6 are not rejected. Therefore, TVCs Involvement has positive influence on purchase knowledge outcome factors of rural men towards buying household items.

6.4.8 Findings on Confidence Factor:

Table 6.4.8.1: Reliability Statistics of Confidence Factor

Cronbach's Alpha	N of Items
.555	5

Table 6.4.8.2: KMO and Bartlett's Test of Confidence Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	147.320
	Df	10
	Sig.	.000

Table 6.4.8.3: Communalities of Confidence Factor

	Initial	Extraction
Increase confidence	1.000	.430
Purchase decision	1.000	.079
Quality confidence	1.000	.473
Making creative	1.000	.397
New product ideas	1.000	.463

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .555 and KMO .706 are in the acceptable range. Bertlett's Test of Sphericity indicates showing statistically significant p value .000. Respective communalities for the four variables are greater than 0.4 or close to 0.4 except Increase Purchase Decision (Cnfdnc2). So, among the five variables except Purchase Decision (Cnfdnc2) all the remaining four variables may be treated as scale items for Confidence factor.

Figure 6.4.8.1: Confirmatory Factor Model for Confidence Factor.

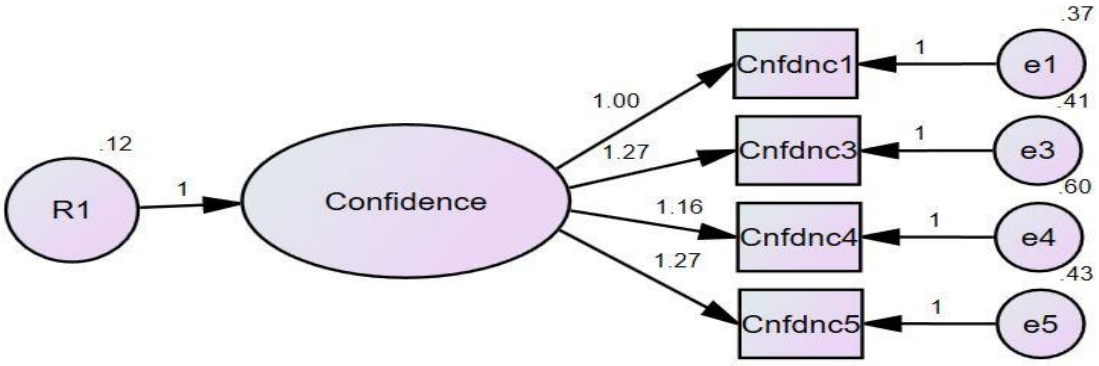

Table 6.4.8.4: Regression Weights of Confidence Factor

	Estimate	S.E.	C.R.	P
Cnfdnc1 <--- Confidence	1.000			
Cnfdnc3 <--- Confidence	1.265	.225	5.632	***
Cnfdnc4 <--- Confidence	1.160	.220	5.269	***
Cnfdnc5 <--- Confidence	1.268	.225	5.622	***

Table 6.4.8.5: Standardized Regression Weights of Confidence Factor

	Estimate
Cnfdnc1 <--- Confidence	.491
Cnfdnc3 <--- Confidence	.565
Cnfdnc4 <--- Confidence	.460
Cnfdnc5 <--- Confidence	.556

Table 6.4.8.6: Model Fit Indices of Confidence Factor

Model Fit Indices	**Observed**	**Acceptable Range**	**Remarks**
Normed Chi-Square (CMIN/DF)	0.088	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.000	≤0.08	Accepted
Goodness of fit index (GFI)	1.000	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.999	≥0.9	Accepted
Normed fit index (NFI)	0.999	≥0.8	Accepted
Comparative fit index (CFI)	1.000	≥0.8	Accepted
HOELTER	13635	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. Confirmatory Factor Analysis (CFA) shows that the model fit indices are allowable. The proposed model and hypothesis H7 are not rejected. Therefore, TVCs Involvement has positive influence on Confidence outcome factors of rural men towards buying household items.

6.4.9 Findings on Social Consciousness Factor:

Table 6.4.9.1: Reliability Statistics of Social Consciousness Factor

Cronbach's Alpha	N of Items
.585	5

Table 6.4.9.2: KMO and Bartlett's Test of Social Consciousness Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	218.745
	Df	10
	Sig.	.000

Table 6.4.9.3: Communalities of Social Consciousness Factor

	Initial	Extraction
Proud feeling	1.000	.454
Special identity	1.000	.146
People notice	1.000	.449
Social status	1.000	.552
Keeping update	1.000	.427

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .585 and KMO .716 are in the acceptable range. Bertlett's Test of Sphericity shows that the p value .000 is statistically significant. Respective communalities for the four variables are greater than 0.4 except Special Identity (SC2). So, among the five variables except Special Identity (SC2) all the remaining four variables may be treated as scale items for Social Consciousness factor.

Figure 6.4.9.1: Confirmatory Factor Model for Social Consciousness Factor

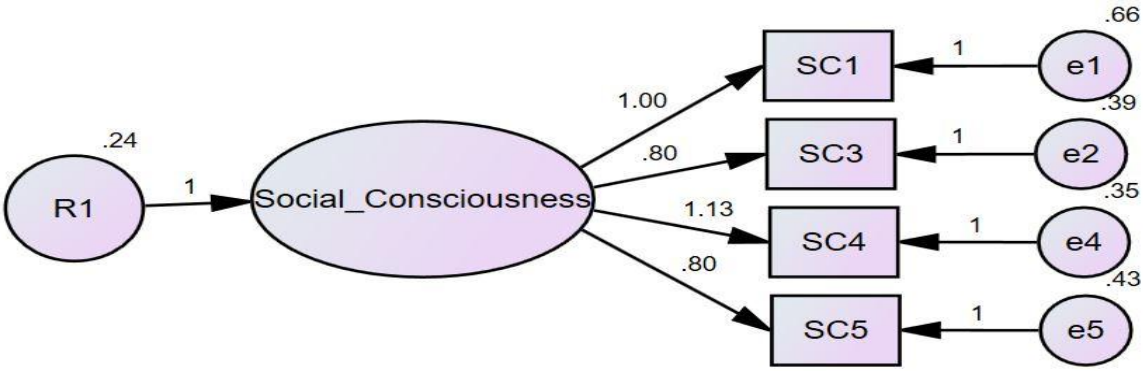

Table 6.4.9.4: Regression Weights of Social Consciousness Factor

			Estimate	S.E.	C.R.	P
SC1	<---	Social_Consciousness	1.000			
SC3	<---	Social_Consciousness	.805	.124	6.500	***
SC4	<---	Social_Consciousness	1.129	.166	6.786	***
SC5	<---	Social_Consciousness	.800	.126	6.368	***

Table 6.4.9.5: Standardized Regression Weights of Social Consciousness Factor

			Estimate
SC1	<---	Social_Consciousness	.518
SC3	<---	Social_Consciousness	.534
SC4	<---	Social_Consciousness	.685
SC5	<---	Social_Consciousness	.513

Table 6.4.9.6: Model Fit Indices of Social Consciousness Factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	2.162	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.054	≤0.08	Accepted
Goodness of fit index (GFI)	0.995	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.973	≥0.9	Accepted
Normed fit index (NFI)	0.978	≥0.8	Accepted
Comparative fit index (CFI)	0.988	≥0.8	Accepted
HOELTER	553	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. Confirmatory Factor Analysis (CFA) shows that the model fit indices are allowable. The proposed model and hypothesis H8 are not rejected. Therefore, TVCs Involvement has positive influence on Social Consciousness outcome factors of rural men towards buying household items.

6.4.10 Findings on Materialism Factor:

Table 6.4.10.1: Reliability Statistics of Materialism Factor

Cronbach's Alpha	N of Items
.765	5

Table 6.4.10.2: KMO and Bartlett's Test of Materialism Factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.757
Bartlett's Test of Sphericity	Approx. Chi-Square	504.021
	Df	10
	Sig.	.000

Table 6.4.10.3: Communalities of Materialism Factor

	Initial	Extraction
Product attributes	1.000	.623
Brand Awareness	1.000	.379
Recall products	1.000	.425
Usage instruction	1.000	.652
Social Status	1.000	.520

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .765 and KMO .757 are in the acceptable range. Bertlett's Test of Sphericity indicates showing statistically significant p value .000. Respective communalities for all the five variables are greater than 0.4 or close to 0.4. So, all the five variables may be treated as scale items for Materialism factor.

Figure 6.4.10.1: Confirmatory Factor Model for Materialism Factor

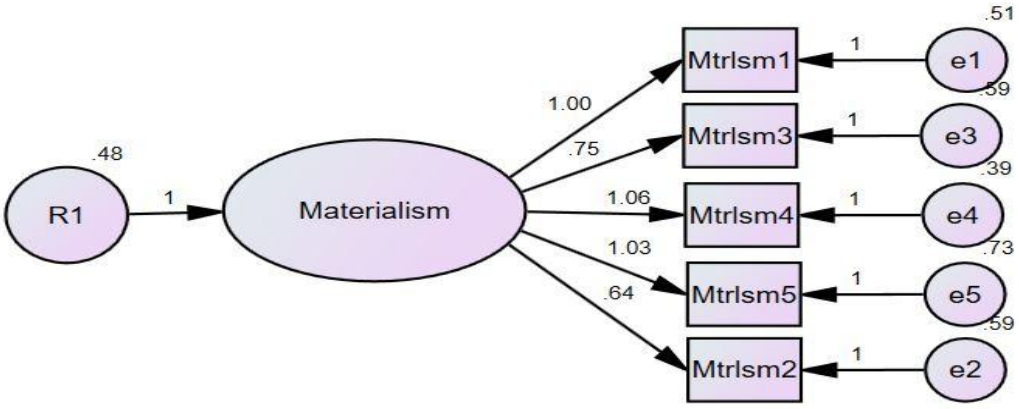

Table 6.4.10.4: Regression Weights of Materialism Factor

			Estimate	S.E.	C.R.	P
Mtrlsm1	<---	Materialism	1.000			
Mtrlsm3	<---	Materialism	.754	.080	9.389	***
Mtrlsm4	<---	Materialism	1.064	.092	11.578	***
Mtrlsm5	<---	Materialism	1.028	.098	10.446	***
Mtrlsm2	<---	Materialism	.644	.076	8.498	***

Table 6.4.10.5: Standardized Regression Weights of Materialism Factor

			Estimate
Mtrlsm1	<---	Materialism	.696
Mtrlsm3	<---	Materialism	.562
Mtrlsm4	<---	Materialism	.761
Mtrlsm5	<---	Materialism	.639
Mtrlsm2	<---	Materialism	.502

Table 6.4.10.6: Model Fit Indices of Materialism Factor

Model Fit Indices	**Observed**	**Acceptable Range**	**Remarks**
Normed Chi-Square (CMIN/DF)	9.370	<5.0	Considerable
Root Mean Square of Error of Estimation (RMSEA)	0.085	≤0.08	Accepted
Goodness of fit index (GFI)	0.956	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.868	≥0.9	Accepted
Normed fit index (NFI)	0.908	≥0.8	Accepted
Comparative fit index (CFI)	0.916	≥0.8	Accepted
HOELTER	259	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. CFA shows that Normed Chi Square (CMIN/DF) is slightly high but all other model fit indices are in and close to acceptable range. Hence, the proposed model and hypothesis H9 are not rejected. Therefore, TVCs Involvement has positive influence on Materialism outcome factors of rural men towards buying household items.

6.4.11 Findings on Quality Interest Factor:

Table 6.4.11.1: Reliability Statistics of Quality Interest factor

Cronbach's Alpha	N of Items
.859	5

Table 6.4.11.2: KMO and Bartlett's Test of Quality Interest factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	857.989
	Df	10
	Sig.	.000

Table 6.4.11.3: Communalities of Quality Interest factor

	Initial	Extraction
Genuinity	1.000	.636
Safe and secured	1.000	.678
Credibility	1.000	.615
Superior and Standard	1.000	.567
Appreciable quality	1.000	.717

Extraction Method: Principal Component Analysis.

Remarks:

Results of Cronbach's Alpha .859 and KMO .854 are in the acceptable range. Bartlett's Test of Sphericity indicates showing statistically significant p value .000. Respective communalities for all the five variables are greater than 0.4. So, all the five variables may be treated as scale items for Materialism factor.

Figure 6.4.11.1: Confirmatory Factor Model for Quality Interest factor

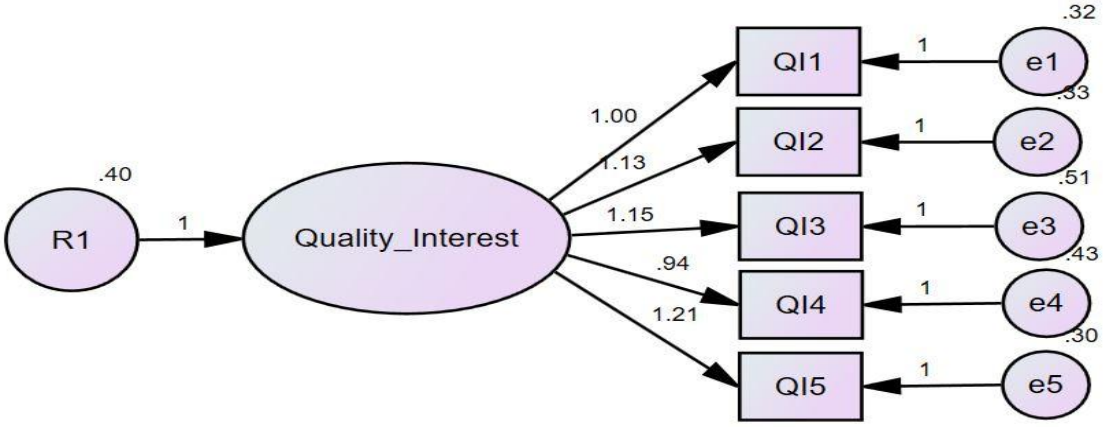

Table 6.4.11.4: Regression Weights of Quality Interest factor

			Estimate	S.E.	C.R.	P
QI1	<---	Quality_Interest	1.000			
QI2	<---	Quality_Interest	1.128	.076	14.761	***
QI3	<---	Quality_Interest	1.150	.085	13.481	***
QI4	<---	Quality_Interest	.936	.074	12.712	***
QI5	<---	Quality_Interest	1.215	.079	15.313	***

Table 6.4.11.5: Standardized Regression Weights of Quality Interest factor

			Estimate
QI1	<---	Quality_Interest	.745
QI2	<---	Quality_Interest	.779
QI3	<---	Quality_Interest	.710
QI4	<---	Quality_Interest	.671
QI5	<---	Quality_Interest	.812

Table 6.4.11.6: Model Fit Indices of Quality Interest factor

Model Fit Indices	Observed	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	5.358	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.083	≤0.08	Accepted
Goodness of fit index (GFI)	0.972	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.915	≥0.9	Accepted
Normed fit index (NFI)	0.969	≥0.8	Accepted
Comparative fit index (CFI)	0.974	≥0.8	Accepted
HOELTER	265	>200	Accepted

Remarks:

Regression Weights and Standardized Regression Weights show that p values are significant and estimate values are acceptable. CFA shows that CMIN/DF is slightly high but all other model fit indices are in and close to acceptable range. Therefore, the proposed model and hypothesis H10 are not rejected. Therefore, TVCs Involvement has positive influence on Quality Interest outcome factors of rural men towards buying household items.

Table 6.4.11.7: Findings on Involvement Outcome Domain:

Parameter/ Construct	**Complex Variables/ Factors**	**Simple Variables/ Scale items/ Attributes**	**Remarks**
Involvement Outcome with TVC	Purchase Knowledge	1. Knowledge Improve 2. Well accepted products 3. Product choice 4. Special offers 5. Product Information	All the 5 variables are accepted
	Confidence	1. Increase confidence 2. Purchase decision 3. Quality confidence 4. Making creative 5. New product ideas	4 variables are accepted among 5 variables
	Social Consciousness	1. Proud feeling 2. Special identity 3. People notice 4. Social status 5. Keeping update	4 variables are accepted among 5 variables
	Materialism	1. Product attributes 2. Brand Awareness 3. Recall products 4. Usage instruction 5. Social Status	All the 5 variables are accepted
	Quality Interest	1. Genuinity 2. Safe and secured 3. Credibility 4. Superior and Standard 5. Appreciable quality	All the 5 variables are accepted

Table 6.4.11.8: Factors found in Qualitative and Quantitative Analysis

Factors	Qualitative Analysis	Quantitative Analysis
Purchase Knowledge	5	5
Confidence	5	4
Social Consciousness	5	4
Materialism	5	5
Quality Interest	5	5
Total	25	23

Table 6.4.11.9: **Reliability Statistics of variables of Involvement Outcome Domain**

Cronbach's Alpha	N of Items
.662	25

Table 6.4.11.10: **KMO and Bartlett's Test of variables of Involvement Outcome Domain**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.749
Bartlett's Test of Sphericity	Approx. Chi-Square	2156.290
	Df	300
	Sig.	.000

Remarks:

From the Cronbach's Alpha, KMO and Bartlett's test we may conclude that all variables are reliable and can be treated as a scale item.

Figure 6.4.11.2: Primary Model for Involvement Outcome with TVC.

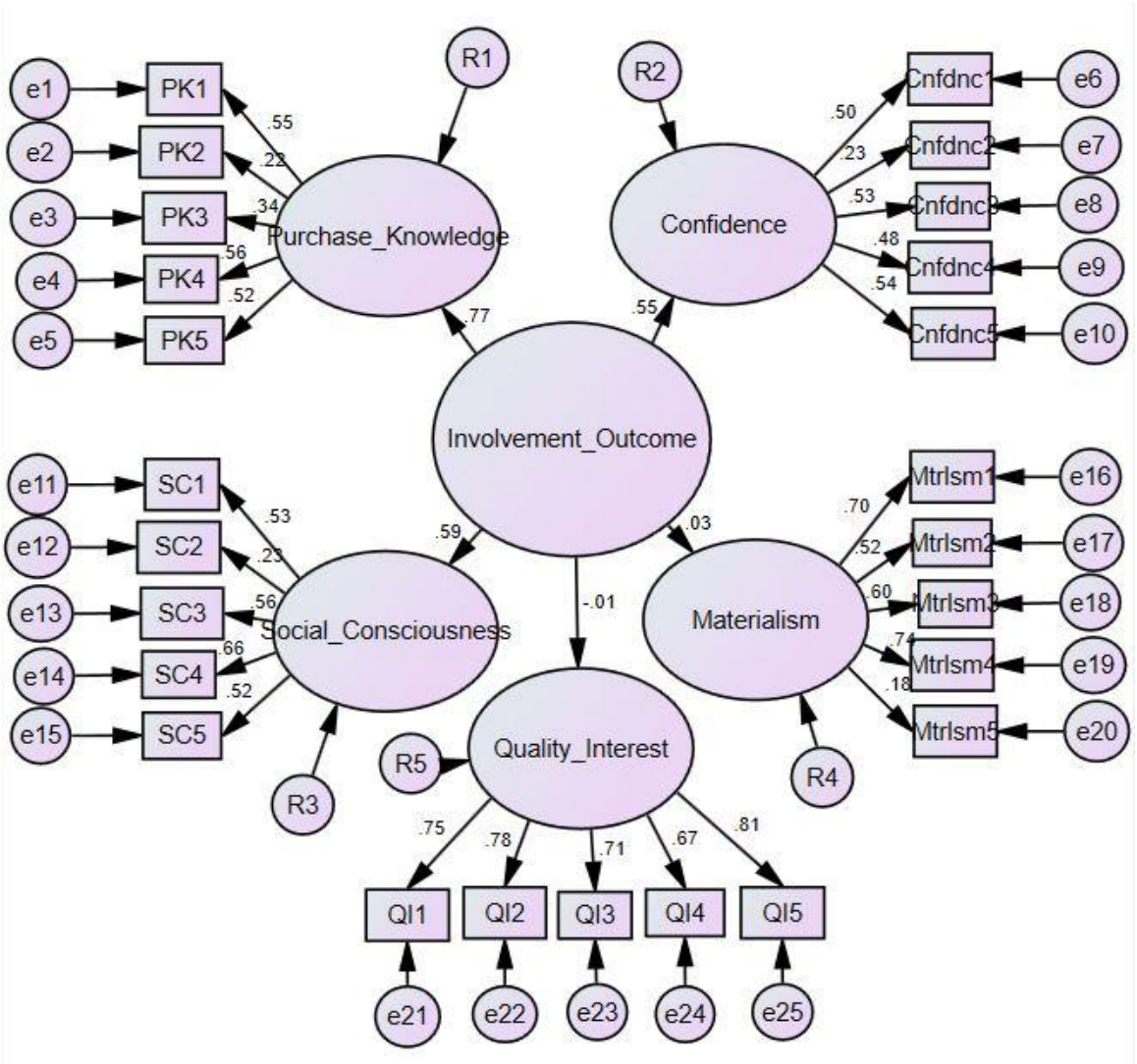

Figure 6.4.11.3: Revised Model for Involvement Outcome with TVC.

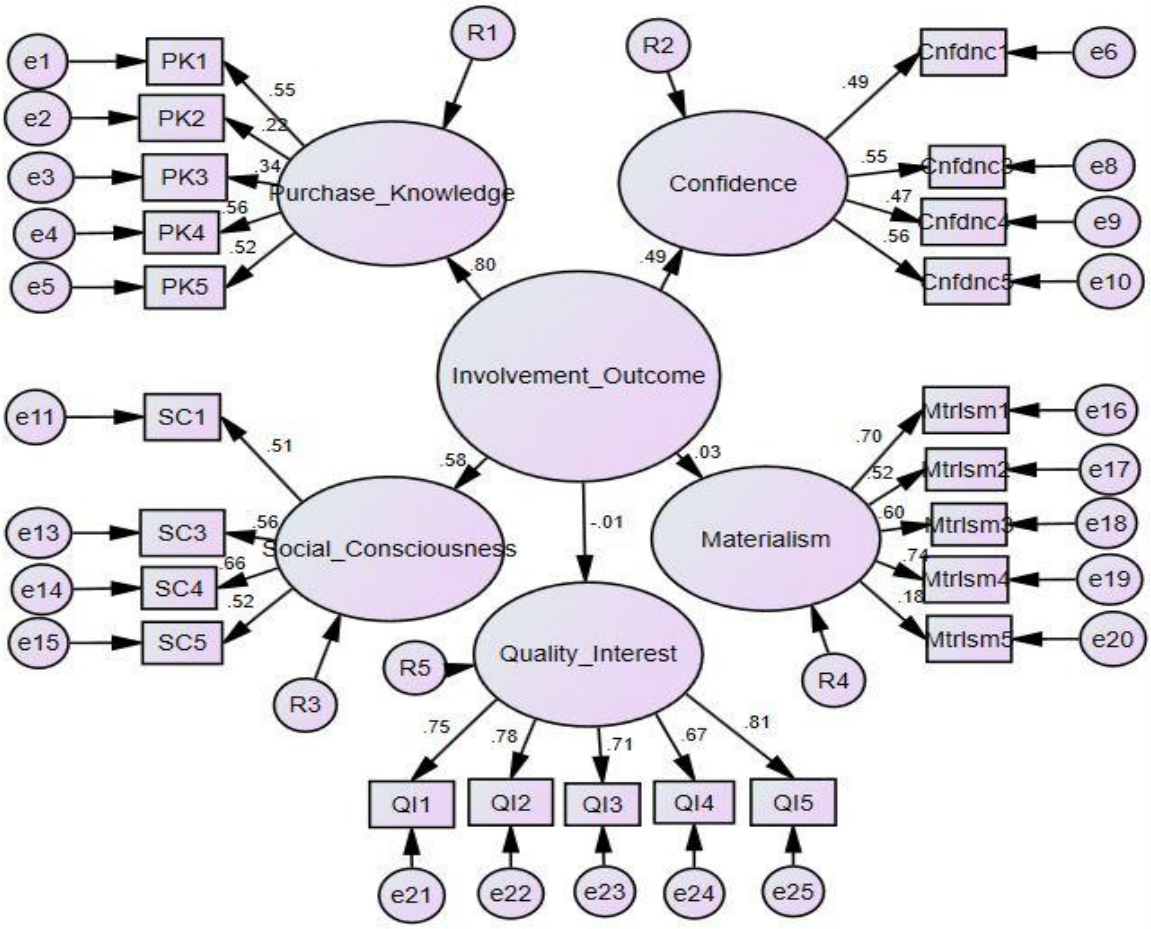

Table 6.4.11.11: Comparison of Model Fit Indices of Involvement Outcome Domain

Model Fit Indices	Primary Model	Revised Model	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	1.774	1.671	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.044	0.041	≤0.08	Accepted
Goodness of fit index (GFI)	0.910	0.922	≥0.9	Accepted
Adjusted of goodness-of-fit index (AGFI)	0.891	0.905	≥0.9	Accepted
Normed fit index (NFI)	0.783	0.819	≥0.8	Accepted
Comparative fit index (CFI)	0.890	0.917	≥0.8	Accepted
HOELTER	258	277	>200	Accepted

Remarks:

From the model fit indices we have found that our revised model is more significant and well fitted than the primary model.

Table 6.4.11.12: **Overall Findings**

Parameter/ Construct	**Complex Variables/ Factors**	**Simple Variables/ Scale items/ Attributes**	**Remarks**
Perception towards TVC	Attitude	1. Knowledge 2. Economic status 3. Occupation 4. Social status 5. Family Influence	All the 5 variables are accepted
	Motivation	1. Need the product 2. Save time, money & energy 3. Safety 4. Exclusiveness 5. Convenience	All the 5 variables are accepted
	Perceived Quality	1. Service feature 2. Design 3. Performance 4. Brand name 5. Packaging	4 variables are accepted among 5 variables
	Experience	1. Requirements 2. Availability 3. Support Service 4. Competitive Price 5. Satisfaction	4 variables are accepted among 5 variables
	Expectation	1. Customized service 2.Perceived performance 3.Customer relationship 4. Innovative products 5. Good value for money	4 variables are accepted among 5 variables

Involvement Outcome with TVC	Purchase Knowledge	1. Knowledge Improve 2. Well accepted products 3. Product choice 4. Special offers 5. Product Information	All the 5 variables are accepted
	Confidence	1. Increase confidence 2. Purchase decision 3. Quality confidence 4. Making creative 5. New product ideas	4 variables are accepted among 5 variables
	Social Consciousness	1. Proud feeling 2. Special identity 3. People notice 4. Social status 5. Keeping update	4 variables are accepted among 5 variables
	Materialism	1. Product attributes 2. Brand Awareness 3. Recall products 4. Usage instruction 5. Social Status	All the 5 variables are accepted
	Quality Interest	1. Genuinity 2. Safe and secured 3. Credibility 4. Superior and Standard 5. Appreciable quality	All the 5 variables are accepted

Table 6.4.11.13: Factors found from qualitative and quantitative analysis

Parameter/ Construct	Factors	Qualitative Analysis	Quantitative Analysis
Perception towards TVC	Attitude	5	5
	Motivation	5	5
	Perceived Quality	5	4
	Experience	5	4
	Expectation	5	4
Involvement Outcome with TVC	Purchase Knowledge	5	5
	Confidence	5	4
	Social Consciousness	5	4
	Materialism	5	5
	Quality Interest	5	5
	Total	50	45

Table 6.4.11.14: **Reliability Statistics of all variables**

Cronbach's Alpha	N of Items
.818	50

Table 6.4.11.15: KMO and Bartlett's Test of all variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	5643.212
	Df	1225
	Sig.	.000

Remarks:

As Cronbach's Alpha for all factors are greater than 0.8 as well as the KMO values for the measure of Sampling Adequacy is also more than 0.7 we may conclude that the scale reliability of our data is good. Therefore, our data is internally consistent and adequate for our model.

Figure 6.4.11.4: Primary Model for Impact of TVC on Rural Men's Buying Household Products.

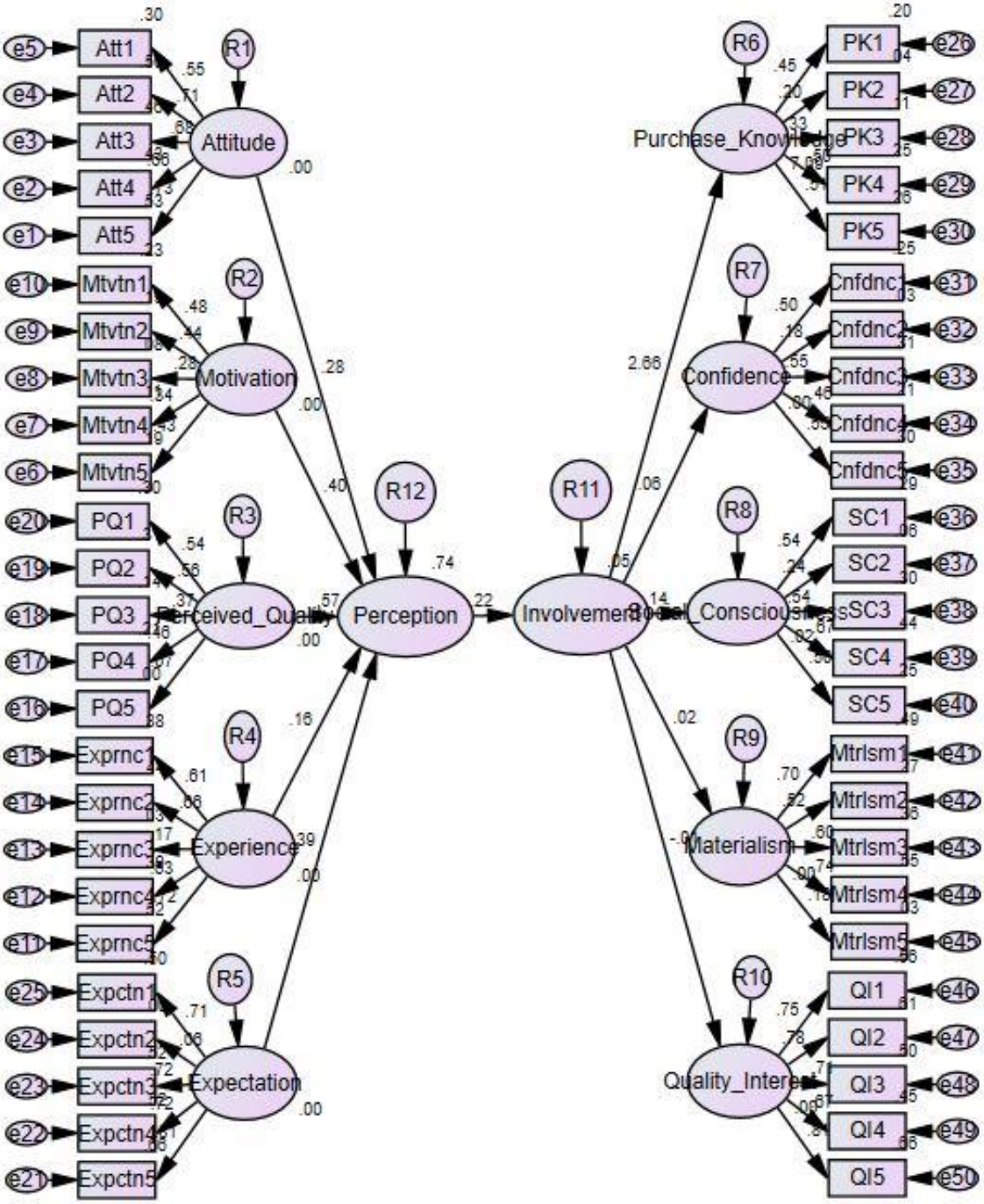

Figure 6.4.11.5: Revised Model for Impact of TVC on Rural Men's Buying Household Products.

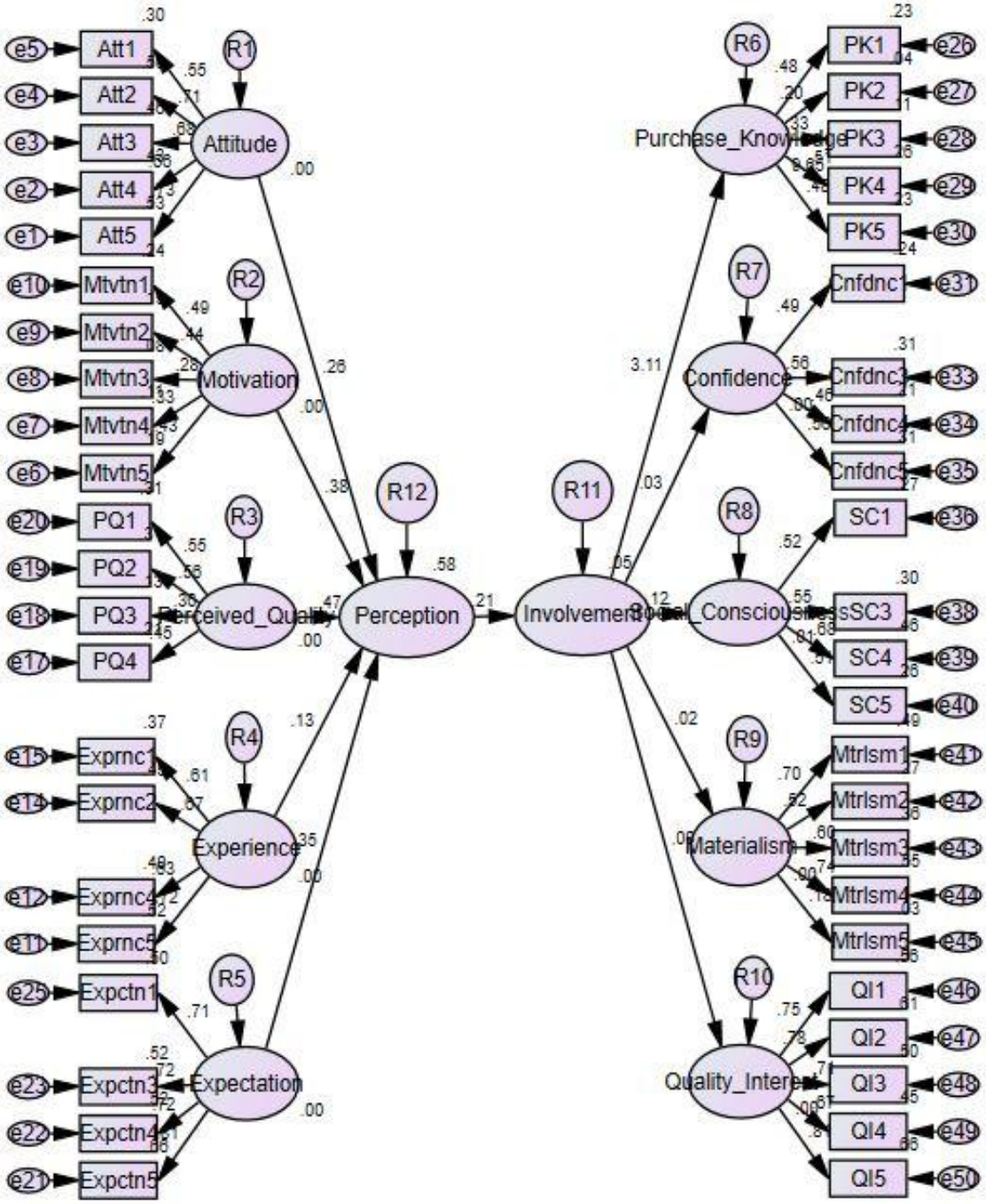

Table 6.4.11.16: Comparison of Regression Weights of primary and revised model

			Primary Model		Revised Model	
			Estimate	P Value	Estimate	P Value
Perception	<---	Attitude	1.000		1.000	
Perception	<---	Motivation	2.235	0.101	1.637	0.083
Perception	<---	Perceived_Quality	20.681	0.359	1.300	0.054
Perception	<---	Experience	0.575	0.262	0.418	0.310
Perception	<---	Expectation	1.287	0.062	0.894	0.056
Purchase_Knowledge	<---	Involvement	1.000		1.000	
Social_Consciousness	<---	Involvement	0.052	***	0.057	***
Confidence	<---	Involvement	0.010	0.281	0.024	0.091
Materialism	<---	Involvement	0.005	0.427	0.015	0.382
Quality_Interest	<---	Involvement	-0.005	0.815	-0.001	0.918
Involvement	**<---**	**Perception**	**0.115**	**0.026**	**0.143**	**0.023**

Remarks:

We have found that, three factors have significant (at 90% level of confidence) effects on “Perception towards TVC” in our primary model whereas four factors have been found in our revised model except the factor “Experience”. And for “Involvement Outcome with TVC” domain there are only two significant factors have been found in primary model whereas for revised model we have found three factors except “Materialism” and “Quality Interest”. And also “Perception towards TVC” domain has a great impact or statistically significant effects on “Involvement Outcome with TVC” domain.

Table 6.4.11.17: Comparison of Model Fit Indices of primary and revised model

Model Fit Indices	Primary Model	Revised Model	Acceptable Range	Remarks
Normed Chi-Square (CMIN/DF)	2.115	2.088	<5.0	Accepted
Root Mean Square of Error of Estimation (RMSEA)	0.053	0.052	≤0.08	Accepted
Goodness of fit index (GFI)	0.782	0.882	≥0.9	Considerable
Adjusted of goodness-of-fit index (AGFI)	0.762	0.871	≥0.9	Considerable
Normed fit index (NFI)	0.582	0.735	≥0.8	Considerable
Comparative fit index (CFI)	0.722	0.797	≥0.8	Accepted
HOELTER	202	206	>200	Accepted

Remarks:

From the model fit indices we have found that our revised model is more significant and well fitted than the primary model. Therefore, the proposed model and hypothesis H11 are not rejected. So, TVCs and TVCs Involvement have positive influence on buying decision of rural men towards household items.

Chapter-7: Discussion and Conclusion

7.1 Discussion

In the primary model, through qualitative analysis, we had total of 10 Factors/complex variables and 50 scale items/Simple Variables under the perception Domain and Involvement outcome Domain.

This study did reliability statistics, KMO measure of sampling adequacy, Bartlett's test of sphericity and checked the communalities of the data obtained from field survey. From Cronbach's Alpha, KMO, and Bartlett's test, it was found that all 50 variables are reliable and can be treated as a scale item.

However, when EFA & CFA were done , and communalities for all the variables were checked , we found that out of 50 variables total of 45 variables are greater than 0.4 except 5 variables below 0.4. So, among the 50 variables except 5 unacceptable variables, all the remaining 45 variables were treated as scale items.

Our proposed revised model shows that Cronbach's Alpha for all factors are higher than 0.8, and the KMO values for the measure of Sampling Adequacy is more than 0.7. We may conclude that the scale reliability of our data is good, and therefore, our data is internally consistent and adequate for our model.

From regression weight and standardized regression weight analysis, we found that the p values are significant and the estimate values are acceptable. From the model fit indices, we found that our revised model is more significant and well-fitted than the primary model. Therefore, the proposed model and all ten hypotheses are not rejected. Hence, we may conclude that TVCs have significantly influence on the selected five factors of perception and TVCs Involvement significantly influences the selected five outcome factors. It has also been proved that "Perception towards TVC" domain has a great impact or statistically significant effects on "Involvement Outcome with TVC" domain.

7.2 Conclusion

From all the above analysis and findings, we may finally conclude that the revised model, along with all the ten hypotheses and ten factors (complex variables) are established except few simple variables, which were discarded according to test analysis. Hence, the research guided undermentioned conclusions and experimentally tested model:

1) TVCs have positive influence on attitude factors of rural men towards buying household items.
2) TVCs have positive influence on motivation factors of rural men towards buying household items.
3) TVCs have positive influence on perceived quality factors of rural men towards buying household items.
4) TVCs have positive influence on experience factors of rural men towards buying household items.
5) TVCs have positive influence on expectation factors of rural men towards buying household items.
6) TVCs Involvement has positive influence on purchase knowledge outcome factors of rural men towards buying household items.
7) TVCs Involvement has positive influence on confidence outcome factors of rural men towards buying household items.
8) TVCs Involvement has positive influence on social consciousness outcome factors of rural men towards buying household items.
9) TVCs Involvement has positive influence on materialism outcome factors of rural men towards buying household items.
10) TVCs Involvement has positive influence on quality interest outcome factors of rural men towards buying household items.
11) TVCs Perception has positive influence on TVCs Involvement.

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7.3 Overview

In brief, this study highpoints the factors of rural men's perception, which are influenced by TVCs and their involvement outcome factors towards buying household products. In addition, the empirical testing model contributes because it is a first step towards obtaining full and detailed understanding of the impact of TV commercials on rural men who buy household products. To illustrate this process, a model has been developed based on theory and empirical Studies which forms the basis for further analysis.

Chapter-8: Contributions and Limitations

8.1 Overview

The study resolved the question: How do Television Commercials (TVCs) influence the factors of rural men's buying decisions toward household products? The results obtained by responding to this research problem, analyses of the consequences and detail discussions & conclusions, this chapter reported contributions, implications and limitations.

The background to the research, its gaps, problems, objectives, justifications and limits of scope have been covered in Chapter 1. The literature on the research problem was reviewed in Chapters 2 and 3 with a view to finding gaps in theory. A conceptual framework and hypotheses have been drawn up from existing literature.

The methodology applied in these studies was justified by Chapter 4. Qualitative findings have been reported at chapter 5, and both phases of the quantitative data are analyzed within Chapters 6 and 7. In terms of both academic policy and practice, Chapter 8 reports on the contribution of these studies. It also reveals the limits of research as well as its implications for future investigations.

8.2 Contribution of this Research

The research will help the marketing professionals, media planners, financers to develop and design marketing plans as per consumer's desire.This research may be used by marketers and corporate communicators in Bangladesh to place their TVCs more successfully on the market, which could result in a better consumer response. This research will help society to exploit their marketing expertise, especially for men in the countryside.

Methodological, theoretical and managerial contributions from the research shall be made to the literature. It's going to help researchers with their other research, trying to

find sustainability plans and solutions. This research contributes to that contribution by addressing the weaknesses in a scientific issue.

First, this study critically assessed and adapted variables by means of qualitative and quantitative analyses within the relevant field to measure the impact of TVCs on rural consumers purchasing household products in Bangladesh. Second, this research has been an excellent empirical study on the perception factors of villagers affected by TVCs and their relation to a range of outcomes. Third, this study deals with the effect of different complicated and simple variables in relation to rural men's purchasing decisions.

8.2.1 Implication for Theory, Methodology, Policy and Practice

This research will include and use existing knowledge in the areas of education theory, consumer socialization or involvement theories for this study; it will test hypotheses based on empirical studies. The influence of various perception factors with the participation of TVCs in consumer socialization processes is reflected in this study as part of such a holistic approach.

There's one methodological inference to this study. FGDs were carried out at a stage of the qualitative data gathering during this study. Two other FGDs have been conducted as part of the study, with two distinct groups. The issue of rural men being involved in the purchase of household products by TVCs has become a focus of discussion within FGDs.

For any marketing company, understanding the tastes and preferences of customers is a crucial issue. Most businesses have a priority for understanding their customers' purchasing behavior and make efforts to do so. Brand marketing companies in Bangladesh will pay attention to findings of this research and a model developed from it. For experienced and prospective marketing managers and marketing consultants, this model will be practically relevant. Overall, the results of this study have both educational and empirical involvement. Its findings have direct relevance to practitioners in terms of their activities. These findings will give scholars and researchers evidence, which could be used to create new areas of research.

8.3 Limitations and Implication for further Research

Every aspect of the research subject can hardly be covered by one paper. It is apparent, however, that there are limits to the scope for additional research on this subject being performed by others. The following information shall be provided about the main delimitations and their associated research opportunities:

The aim of targeting rural men in Bangladesh is a key objective of the research. However, due to the comfort, time and budget limitations, and its strategic upper hand, research work has been carried out among rural people of limited rural areas of Bangladesh. Multistage non-probability sampling approach are the method used in this study. The whole country was divided into four regions, namely Northern, Eastern, Central & Western and out of four regions selected one region "Central" non-randomly. Again from one region, one district, five sub-districts, and ten villages were selected non-randomly. From each village forty households totaling 400 households non-randomly selected. The geographical dimension is only non-randomly selected, 400 homes of 10 villages of 5 sub-districts / upozilas from 1 large District of rural Bangladesh where characteristics of almost all rural men are available. The demographic factors like education level, monthly income, occupation, living standard etc. are almost similar in rural villages all over Bangladesh; the sample may be considered representative.

Nevertheless, other rural areas were not reviewed in the study, where the framework may be unlike in rural men's purchasing pattern by observing TV and TV commercials.. Working with rural men from other rural areas of Bangladesh is an excellent opportunity for researchers. In South Asia, Bangladesh has been viewed as a model for developing countries. Researchers, based on this study paper, may take initiative to explore whether other developing countries like Bangladesh, have similar results. There is a scope for further research on the more prominent rural men statistics.

The study was outlined to focus on the middle-class socio-economic demography having minimum monthly income not less than Tk.10000.00 and maximum Tk. 100.000.00. A large number of the country's total population belongs to this category. Television media and advertisement in general are also more likely to be used by this

class. Therefore, no consideration has been given to the lower and upper classes. There may be little access to TV for rural men below the lower income group, and they have limited purchasing capacity. Similarly, rural men with higher incomes might have more preference to digital media as opposed to traditional television. In order to understand more about their purchasing pattern, which can be beneficial for marketing in the future, it is also possible to monitor and study these two exclusion groups.

Only television advertisements and their impact on the target rural population are addressed in this research paper. Television is still predominant in the rural villages of Bangladesh, and most village men depend on television as their entertainment medium. The majority of rural men still don't have access to online advertising through the internet and World Wide Web. They lack a readily available and costly internet service, in which they are very limited to accessing the most recent media technologies. However, media like radio, outdoor campaign, digital media, and print media has some effect on rural men. Therefore, it gives researchers an enormous chance to extend their interaction with more media and find out how they affect the behavior of consumers.

Only rural men were covered in the study paper, excluding females and young people. Men still dominate families in rural Bangladesh, and are key decision makers because they are the primary source of income. However, before final decision is made, rural women and adolescents are sometimes discussed. For better understanding of their shopping habits, excluded rural women and girls can be studied.

Access to data sources has been a major limitation of the research. It was not possible to obtain and collect all the necessary data as this is an investigation of a huge number of rural men.

In addition, a limitation exists in measuring the validity and reliability of data obtained from primary research. The research focused on a few variables, which again, a drawback.

8.4 Conclusion

Contributions from this research, as well as its implications for the theory, policy and practice governed by limitations have been provided in this chapter. Finally it was suggested that this might have implications for further research.

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Appendix-1: Questionnaire (English Version)

Questionnaire Development

Part A: Classification Data based on respondents demographic Information. This part consists of 6 questions.

Part B: Respondents agreement on statements related to buying decision of household products.

The Likert scale is applied to measure the strength of each factor. The Likert scale with reference to Cooper et al. (2006), is most frequently used tool for summated rating scale. Respondents are asked to rate the agreement among 5 statements expressing either a favorable or an unfavorable attitude toward the object of interest, which are: +2= strongly agree, +1= agree, 0=neutral, -1= Disagree, -2= strongly disagree.

This part consists of 50 statements related to 50 simple variables and 10 complex variables.

Questionnaire for Interview with rural men regarding TVCs influence on their buying decision of household products.

Date of the interview:

Time of the interview:

Contact person:

Address:

Email:

Phone:

Thank you for taking time to answer my questions about TVCs influence on buying decision towards household products. Listed below the statements that require your opinion. Please indicate the degree of your agreement or disagreement with each statement by marking tick mark on the box on the right hand side. Please choose from the following answers:

-2 for Strongly Disagree, -1 for Disagree, 0 for Neutral, +1 for Agree, +2 for Strongly Agree.

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QUESTIONNAIRE:

1. Name:
2. Address/Mobile:
3. Age: 18-30yrs, 30-40yrs, 40-50yrs, 50-60yrs, Above 60yrs
4. Education: PSC, JSC, SSC, HSC, Degree & above
5. Occupation: Business, Agriculture, Private Job, Govt. Job, Others.
6. Family Income (monthly): Tk.10000-20000, Tk.20000-30000, Tk.30000-40000, Tk.40000-50000, Tk.50000 & Above.

Q.no	Statements/ Scale items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1(1)	TVCs enhance my knowledge about household products					
1(2)	I feel TVCs influence varies on economic status					
1(3)	TVCs influence varies depending on occupation					
1(4)	TVCs influence varies depending on social status					
1(5)	Family influence plays vital role towards TVCs.					
2(1)	TVCs motivate me to buy product which I need.					
2(2)	TVCs help me to save time, money and energy while buying household products.					
2(3)	I feel safe to buy TVCs products.					
2(4)	I prefer exclusive products of TVCs					
2(5)	I find convenient to buy TVCs products					

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3(1)	The service features disclosed in TVCs influence me to buy products.					
3(2)	The design of products shown in TVCs influence me to buy products.					
3(3)	The performance of products disclosed in TVCs influence me to buy products.					
3(4)	TVCs influence me to remember brand name of products.					
3(5)	TVCs attract me towards packaging of products.					
4(1)	TVCs influence my requirement to buy products.					
4(2)	TVCs help me to assure availability of products.					
4(3)	The support service disclosed in TVCs influence me to buy products.					
4(4)	TVCs help me to buy products at competitive price.					
4(5)	I feel satisfied to buy TVCs products.					
5(1)	TVCs influence me to buy customized service products.					

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5(2)	TVCs help me to buy products of perceived performance.					
5(3)	TVCs help me to buy products from companies having good customer relationship.					
5(4)	TVCs make me aware about innovative products.					
5(5)	TVCs help me to buy products having good value for money.					
6(1)	My knowledge improved through involvement with TVCs.					
6(2)	I purchase things which are well accepted.					
6(3)	I think TVCs are important to me for product choice.					
6(4)	I know special offers, gift offers, warranty etc through TVCs.					
6(5)	TVCs provide me information about products.					
7(1)	TVCs increase my confidence.					
7(2)	I like to purchase things seeing TVCs.					
7(3)	I feel confident that I buy good quality.					
7(4)	TVCs make me creative to do something new.					

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7(5)	TVCs give me new product ideas.					
8(1)	I feel proud to tell people about my buying.					
8(2)	Buying TVCs products give me special identity to society.					
8(3)	People notice when I buy TVCs products					
8(4)	My social status influence me to choose TVCs products.					
8(5)	I watch TVCs regularly to keep me update.					
9(1)	Product attributes influence me to buy TVCs products.					
9(2)	TVCs make me aware about particular brand.					
9(3)	TVCs help me to recall certain products.					
9(4)	I understand product usage instruction from TVCs.					
9(5)	My social status makes me think of buying TVCs products.					
10(1)	I feel TVCs products are more genuine to purchase.					
10(2)	I feel TVCs products are much safer and secured.					
10(3)	I feel TVCs products are much credible.					

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10(4)	I feel TVCs products are superior and standard.					
10(5)	I feel people appreciate quality when I purchase TVCs products.					

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Appendix-2: Questionnaire (Bengali Version)

QUESTIONNAIRE

1. Name:
2. Address/Mobile:
3. Age: 18-30yrs, 30-40 yrs, 40-50yrs, above 60 yrs
4. Education: PSC, JSC, SSC, HSC, Degree & above
5. Occupation: Business, Agriculture, Private Job, Govt. Job, Others.
6. Family Income (monthly): Tk. 10000-20000, Tk. 20000-30000, Tk. 30000-40000, Tk. 40000-50000, Tk. 50000 & Above.

Q. no	Statement/Scale items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1(1)	টেলিভিশন বিজ্ঞাপন গৃহসামগ্রী ক্রয় ব্যাপারে জ্ঞান বাড়ায়					
1(2)	আর্থিক অবস্থার কারণে টেলিভিশন বিজ্ঞাপনের প্রভাব কম বেশী হয়					
1(3)	পেশার ভিন্নতার কারণে টেলিভিশন বিজ্ঞাপনের প্রভাব কম বেশী হয়					
1(4)	সামাজিকঅবস্থার কারণে টেলিভিশন বিজ্ঞাপনের প্রভাব কম বেশী হয়					
1(5)	পরিবার টেলিভিশন বিজ্ঞাপনের প্রভাবে বিশেষ ভূমিকা রাখে।					
2(1)	টেলিভিশন বিজ্ঞাপন প্রয়াজনীয় জিনিস কিনতে আগ্রহী করে।					
2(2)	টেলিভিশন বিজ্ঞাপন সময়, অর্থ ও পরিশ্রম বাঁচাতে সাহায্য করে।					
2(3)	টেলিভিশন বিজ্ঞাপনের সামগ্রী কিনতে নিরাপদ মনে করি।					
2(4)	টেলিভিশন বিজ্ঞাপনের বিশেষ সামগ্রী কিনতে বেশী আগ্রহী।					
2(5)	টেলিভিশন বিজ্ঞাপনের এক্সক্লুসিভ/স্পেশাল সামগ্রী কিনতে সাচ্ছন্দ বোধ করি।					
3(1)	টেলিভিশন বিজ্ঞাপনে প্রচারিত পণ্যের সার্ভিস সংক্রান্ত বর্ণণা পণ্য কিনতে উৎসাহিত করে।					
3(2)	টেলিভিশনে প্রচারিত পণ্যের ডিজাইন পণ্য কিনতে উৎসাহ যোগায়।					
3(3)	টেলিভিশনে প্রচারিত পণ্যের গুণাগুন পণ্য কিনতে উৎসাহ যোগায়।					
3(4)	টেলিভিশন বিজ্ঞাপন পণ্যের 'ব্রান্ড' মনে রাখতে সাহায্য করে।					
3(5)	টেলিভিশনে প্রচারিত পণ্যের 'প্যাকেজিং' পণ্য কিনতে আগ্রহী হয়।					
4(1)	টেলিভিশন বিজ্ঞাপন প্রয়োজনীয় পণ্য কিনতে উৎসাহিত করে।					
4(2)	টেলিভিশন বিজ্ঞাপন পণ্য প্রাপ্তিতে সাহায্য করে।					
4(3)	টেলিভিশনে প্রচারিত পণ্যের সাপোর্ট সার্ভিস' পণ্য ক্রয়ে আগ্রহী করে।					
4(4)	টেলিভিশন বিজ্ঞাপন 'Competitive Price' এ পণ্য কিনতে সাহায্য করে।					
4(5)	টেলিভিশন বিজ্ঞাপনের পণ্য কিনে আমি সন্তুষ্ট।					

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5 (1)	টেলিভিশন বিজ্ঞাপন চাহিদা অনুযায়ীপণ্য কিনতে উৎসাহিত করে।					
5(2)	টেলিভিশন বিজ্ঞাপন আশানুরূপ মানের পণ্য কিনতে সাহায্য করে।					
5(3)	টেলিভিশন বিজ্ঞাপন ক্রেতাদের সাথে ভাল সম্পর্ক আছে মেন কোম্পানী থেকে পণ্য কিনতে সাহায্য করে।					
5(4)	টেলিভিশন বিজ্ঞাপন নতুন নতুন পণ্য সম্পর্কে সজাগ রাখে।					
5(5)	টেলিভিশন বিজ্ঞাপন পণ্যের দাম অনুযায়ী ভাল পণ্য কিনতে সাহায্য করে।					
6(1)	টেলিভিশন বিজ্ঞাপনের কারণে পণ্য ক্রয় সম্পর্কে জ্ঞান বৃদ্ধি পেয়েছে।					
6(2)	যেসব পণ্যের সুনাম আছে আমি সেসব পণ্য ক্রয় করি।					
6(3)	পণ্য বাছাই করতে টেলিভিশন বিজ্ঞাপন জরুরী বলে মনে করি।					
6(4)	পণ্যের বিশেষ অফার, গিফট অফার ওয়ারেন্টি ইত্যাদি জানতে পারি।					
6(5)	টেলিভিশন বিজ্ঞাপন পণ্য সম্পর্কে বিভিন্ন তথ্য সমূহ জানায়।					
7(1)	টেলিভিশন বিজ্ঞাপন আমার আত্মবিশ্বাস বাড়ায়।					
7(2)	টেলিভিশন বিজ্ঞাপন দেখে আমি পণ্য কিনতে পছন্দ করি।					
7(3)	বিজ্ঞাপন দেখে পণ্য কিনে ভাল মানের পণ্য কিনেছি বলে আশ্বস্থ হই।					
7(4)	বিজ্ঞাপন আমাকে নতুন নতুন পণ্য ব্যবহারে আগ্রহী করে।					
7(5)	বিজ্ঞাপন আমাকে নতুন নতুন পণ্য সম্পর্কে জানায়।					
8(1)	বিজ্ঞাপন দেখে পণ্য কিনে লোকজনকে জানতে গর্ববোধ করি।					
8(2)	বিজ্ঞাপনের পণ্য কিনলে সমাজে আমার সুনাম হয়।					
8(3)	বিজ্ঞাপনের পণ্য কিনলে লোকজন আমাকে লক্ষ্য করে।					
8(4)	আমার সামাজিক মর্যাদা বিজ্ঞাপনের পণ্য কিনতে উৎসাহিত করে।					
8(5)	আমি নিয়মিত বিজ্ঞাপন দেখি যাতে আমি আপডেট থাকি।					
9(1)	পণ্যের গুণাবলী ও বিবরণ পণ্য কিনতে উৎসাহিত করে।					
9(2)	বিজ্ঞাপন পণ্যের বিশেষ ব্রান্ড সম্পর্কে মনে করায়।					
9(3)	বিজ্ঞাপন বিশেষ কোন পণ্য মনে রাখতে সাহায্য করে।					
9(4)	বিজ্ঞাপন পণ্যের ব্যবহার বিধি সম্পর্কে বিস্তারিত জানায়।					
9(5)	আমার সামাজিক মর্যাদা বিজ্ঞাপনের পণ্য কিনতে আগ্রহী করে।					
10(1)	আমি মনে করি বিজ্ঞাপনের পণ্য াধিকতর ঘাটি।					
10(2)	আমি মনে করি বিজ্ঞাপনের পণ্য নিরাপদ ও সুরক্ষা দেয়।					
10(3)	আমি মনে করি বিজ্ঞাপনের পণ্য অধিকতর বিশ্বাসযোগ্য					
10(4)	আমি মনে করি বিজ্ঞাপনের জন্য সুপিরিয়র এবং স্টান্ডার্ড।					
10(5)	আমি মনে করি সাধারণ মানুষ প্রশংসা করে যখন আমি বিজ্ঞাপনের পণ্য ক্রয় করি।					

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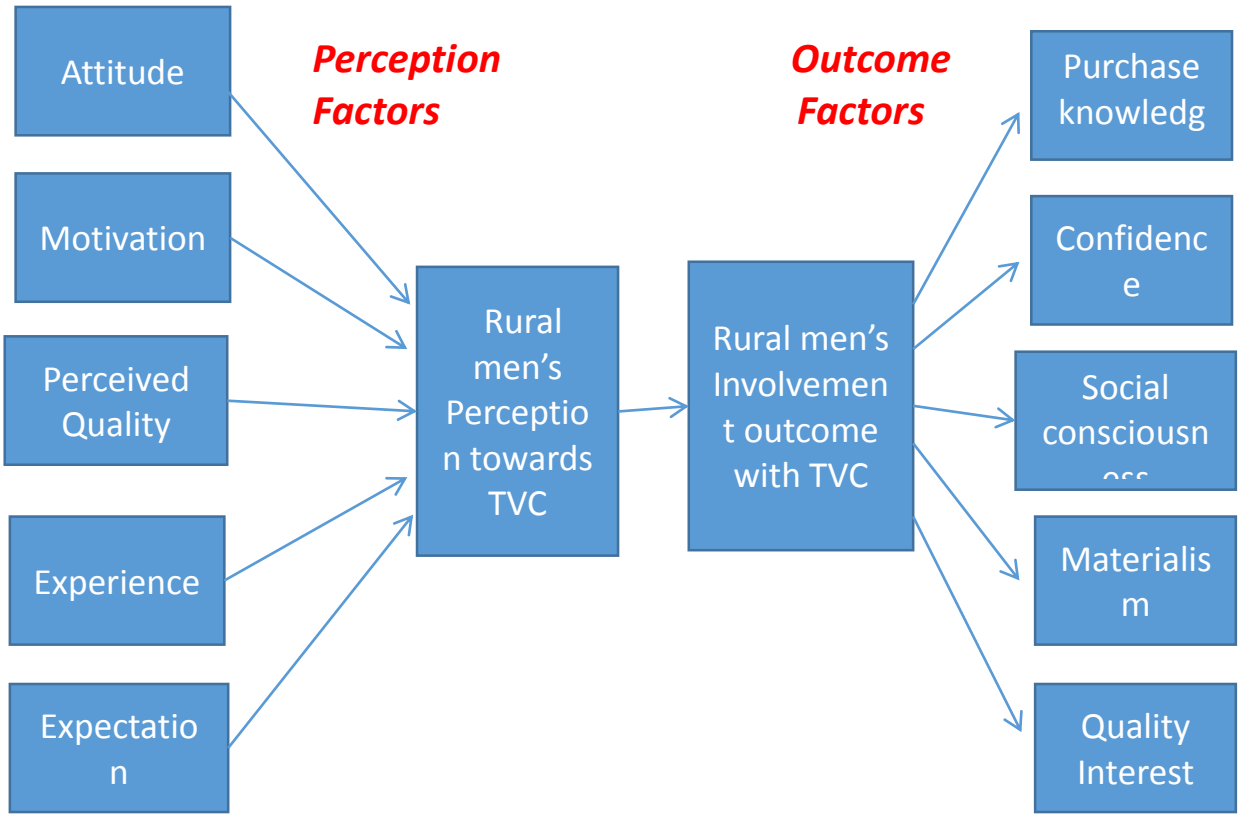
Appendix-3: Conceptual Framework for this Research



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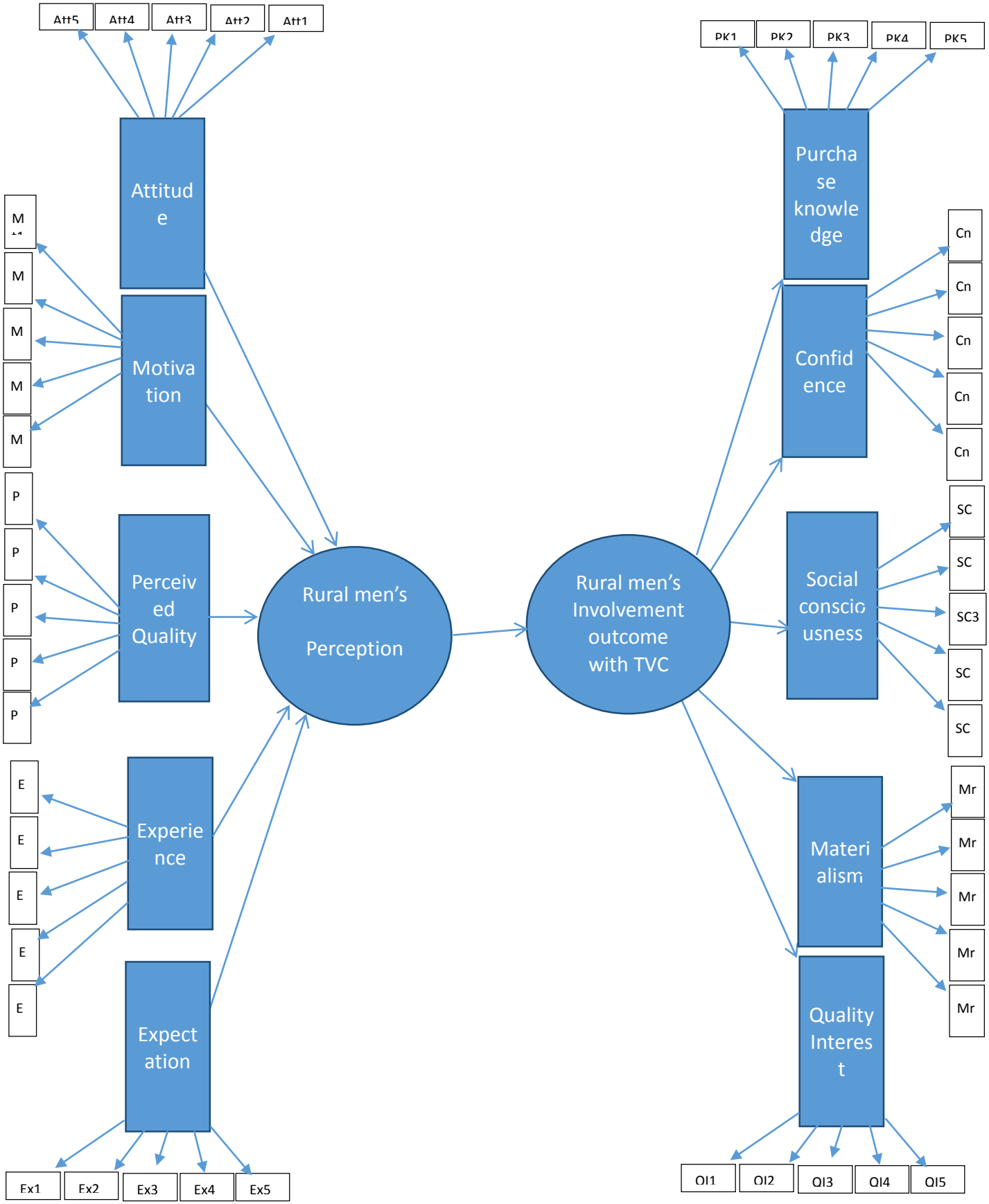
Appendix-4: Proposed Model for this Research



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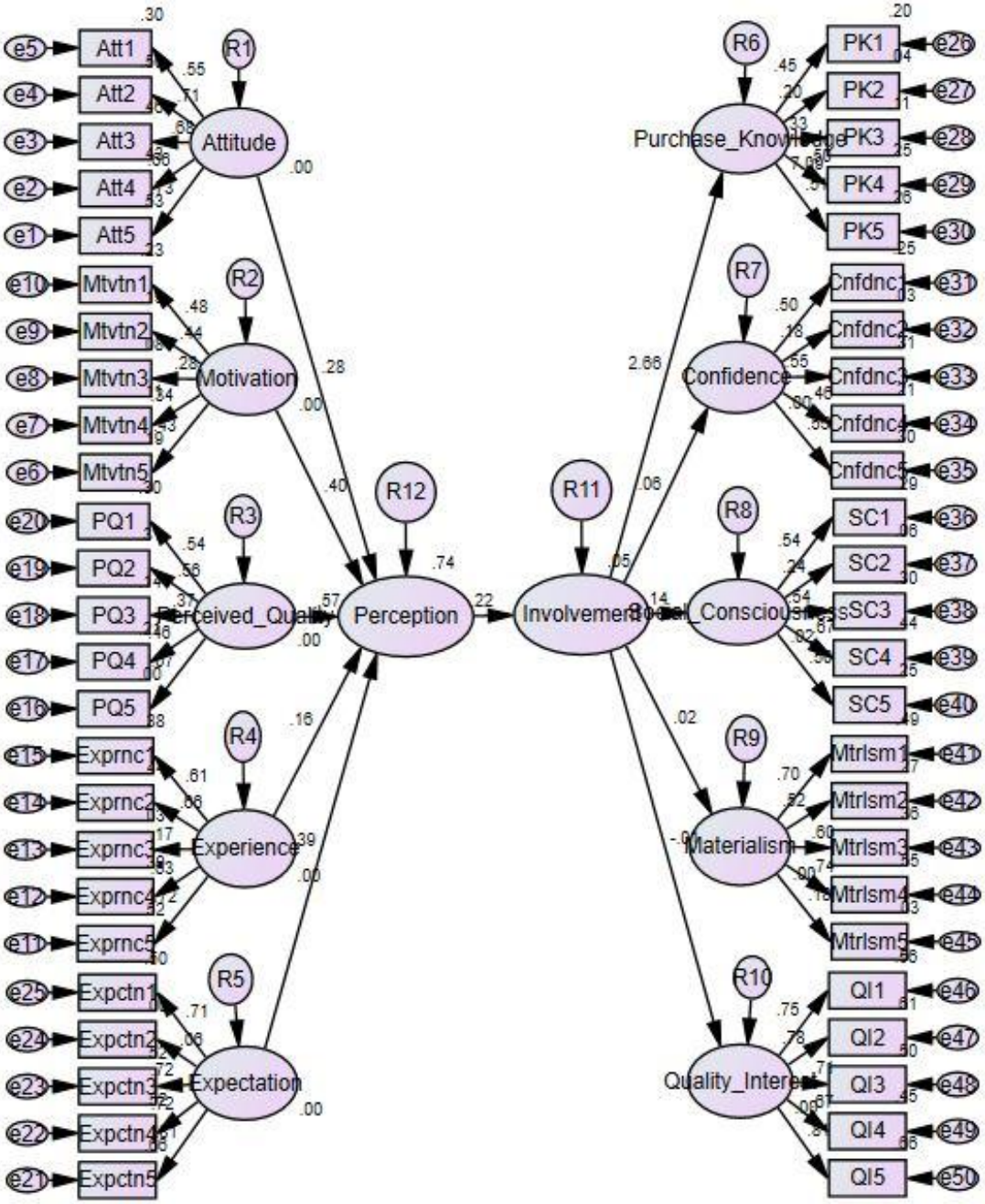
Appendix-5: Computer Output of the SEM Analysis of Proposed Model



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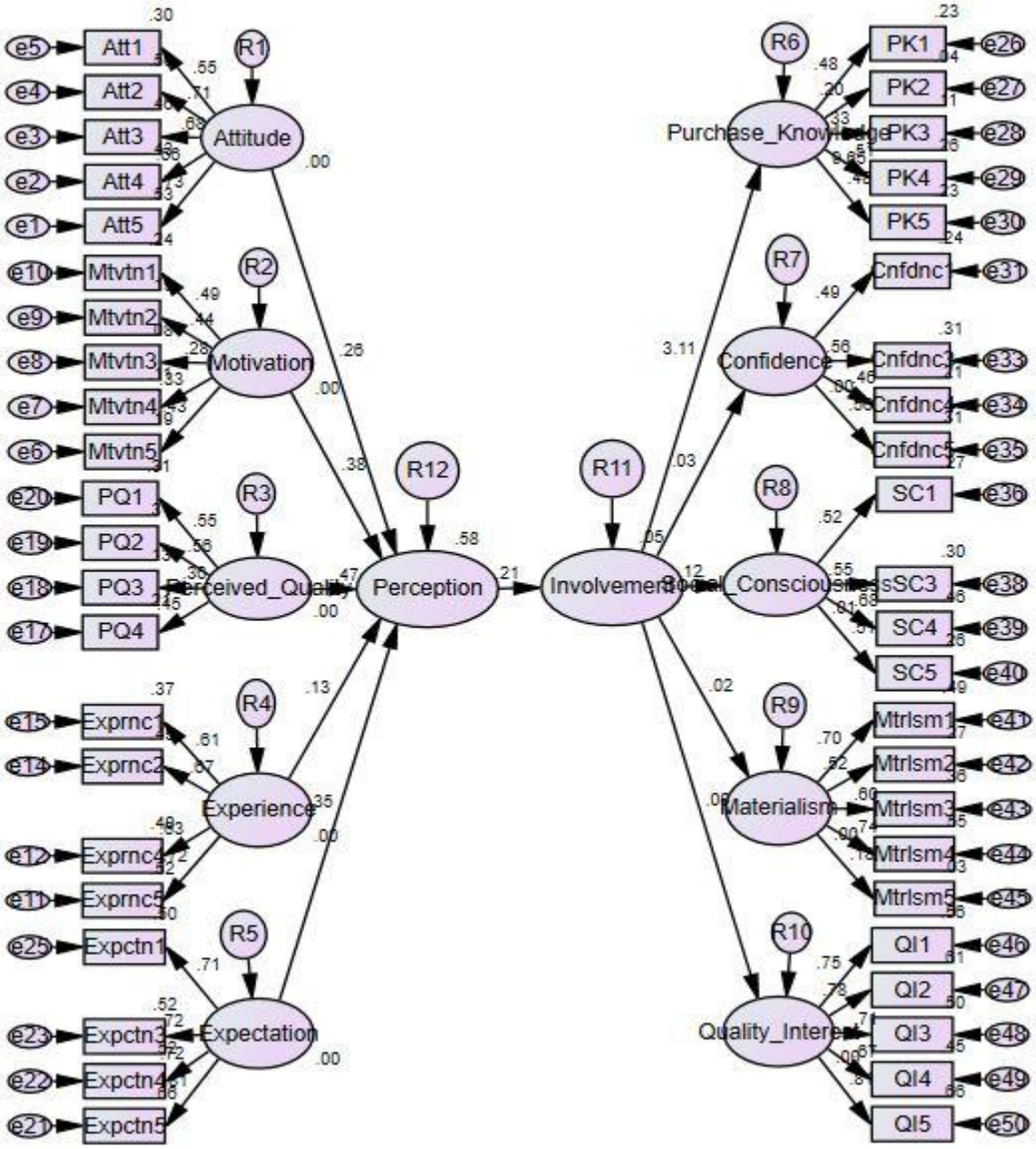
Appendix-6: Computer Output of the SEM Analysis of Revised Model



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Appendix-7: List of Constructs and Variables

Table 5.2.1 List of parameter, complex variables, simple variables and Scale items of rural men's perception influenced by TVCs

Parameter	Factors/ Complex Variables	Simple Variables	Statements/Scale items from existing Literature and from FGDs
Rural men's Perception influenced by TVCs	1.Attitude	1.Knowledge	TVCs enhance my knowledge about household products
		2.Economic status	I feel TVCs influence varies on economic status
		3.Occupation	TVCs influence varies on occupation
		4. Social Status	TVCs influence varies depending on social status
		5. Family influence	Family influence plays vital role towards TVCs
	2. Motivation	1. Need the product.	TVCs motivate me to buy product which I need.
		2.Save time, money,& energy	TVCs help me to save time, money and energy while buying household products
		3.Safety	I feel safe to buy TVCs products

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		4.Exclusiveness	I prefer exclusive products of TVCs
		5.Convenience	I find convenient to buy TVCs products
	3.Perceived quality	1.Service feature	The service features disclosed in TVCs influence me to buy products
		2.Design	The design of products shown in TVCs influence me to buy products
		3.Performance	The performance of products disclosed in TVCs influence me to buy products
		4.Brand name	TVCs influence me to remember brand name of products
		5.Packaging	TVCs attract me towards packaging of products
	4.Experience	1.Requirements	TVCs influence my requirement to buy products
		2.Availability	TVCs help me to assure availability of products
		3.Support service	The support service disclosed in TVCs influence me to buy products.

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		4.Competitive price	TVCs help me to buy products at competitive price
		5.Satisfaction	I feel satisfied to buy TVCs products
	5.Expectation	1.Customized service	TVCs influence me to buy customized service products
		2.Perceived performance	TVCs help me to buy products of perceived performance
		3.Customer relationship	TVCs help me to buy products from companies having good customer relationship
		4.Innovative products	TVCs make me aware about innovative products
		5.Good value for money	TVCs help me to buy products having good value for money

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Table 5.2.2 List of parameter, Outcome factors and statements/Scale items of rural men's involvement with TVCs

Parameter	Outcome Factors	Statements/ Scale items adapted from existing Literature and from FGDs
Rural men's Involvement with TVCs	1.Purchase knowledge	My knowledge improved through involvement with TVCs
		I purchase things which are well accepted
		I think TVCs are important to me to buy
		I know the special offers, gift offers, warranty etc. through TVCs
		TVCs provide me information about products.
	2. Confidence	TVCs increase my confidence
		I like to purchase things seeing TVCs
		I feel confident that I buy good quality
		TVCs make me creative to do something new
		TVCs give me new product ideas
	3.Social consciousness	I feel proud to tell people about my buying
		Buying TVCs products give me special identity to society
		People notice when I buy TVCs products
		My social status influence me to choose TVCs products
		I watch TVCs regularly to keep me update
	4. Materialism	Products attributes influence me to buy
		TVCs make me aware about particular brands
		TVCs help me to recall certain products
		I understand product usage instruction from TVCs.
		My social status makes me think of buying TVCs products.

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	5.Quality interest	I feel TVCs products are more genuine to purchase.
		I feel TVCs products are much safer and secured.
		I feel TVCs products are much credible.
		I feel TVCs products are superior and standard.
		I feel people appreciate quality when I purchase TVCs products.