

## **TV advertising in the United Arab Emirates and its impact on consumer behavior**

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### **Abstract:**

The aim of this research was to determine the impact of TV ads on the purchasing behavior of consumers in the UAE, and to evaluate the role of these ads as a useful source of information about goods. This research also sought to find out the extent of the consumer's impact on these ads according to his personal characteristics. Relying on TV ads in order to achieve its goals, which is mainly influencing the purchasing behavior of consumers in order to achieve a profit that guarantees them the ability to raise their capital, and thus expand its activity to withstand other institutions, which achieves a return on the invested capital. Where commercial television advertisements overlap during the consumer's favorite program for the good or service included in the TV advertising message and in a manner of repetition and continuity of that advertisement, the viewer is affected by the consumer and has the desire to try the product by completing the exchange process. Therefore, we conclude that there are two main and vital parties and commodities and services economic organizations that are the nature of the final consumer behavior and the factors affecting the purchase decision, whether personal or social, and the most effective means of influencing this behavior, and as we have mentioned previously, the medium of television advertising is appropriate in the required effect on behavior Or the consumer's purchasing decisions by making positive changes towards the product directly on personal factors, social factors that affect consumers' personal purchasing decisions.

**Keywords:** TV Advertising, Consumer, Behavior, UAE, Impact

## Introduction:

The economic development and production expansion thanks to scientific and technological progress is one of the most important factors that affected the increase in the quantities and types of goods and services offered in the markets at any time, which created multiplicity in the needs of consumers, which made most economic institutions move from the stage of interest in production and its problems to a stage Concerning the consumer and getting to know his needs and desires. As economic institutions mainly aim to satisfy the needs and desires of consumers, they need to communicate all the positive things about the direction of their services to these consumers by relying on messages that affect his behavior and purchasing decisions so that they arouse his attention and then bring his attention and create his conviction And his desire to obtain it and complete the purchase of that good or service.

It is important for the means of communication to be compatible with the current environmental conditions of consumers, so it can be said that advertising is one of the methods of communication, driving forces and marketing tools that producers seek to influence the consumption behavior of individuals, helping them to know their destinations, and how to satisfy them, and then urging them to Buy it in a certain persuasive style.

The means is the message "an indication that the effectiveness of the message is the effectiveness of the means and that its success is the success of the medium through which it passes. Therefore, television occupies an important place among the mass communication means, and its proximity to the masses - of all ages and rhymes for their living standards - in addition to the many advantages that He enjoys, like other means of communication, his family to be among the passing means for advertising messages.

## Study questions:

- 1- What is consumer behavior?
- 2- What are the factors that contribute to the effect of advertising?
- 3- What are the factors that lead to consumer response?
- 4- What is the effect of TV ads on determining consumer behavior?

### Study Objectives:

- 1- Determine the extent of the Emirati consumer's interest in TV commercials.
- 2- Evaluating the role of television advertising as a useful source of information about commodities.
- 3- Determine the effect of the TV ad issued to direct the Libyan consumer's behavior to make purchasing decisions.
- 4- Determine the extent to which the Emirati consumer affected by TV commercials, according to his personal characteristics.
- 5- Understanding the ability of television advertising to change consumer purchasing behavior patterns.

### Study significance:

1. The novelty of the subject of the declaration and the growing interest in it in the field of business and economics at the level of institutions, countries and bodies.
2. Emphasizing that all public opinion is affected by all the media outlets in addressing their minds and emotions, raising awareness and educating them.
3. Study the effect of the television advertisement in addition to the impact of the current social and economic variables in a way that provides the society with a balance between supply and demand.
4. The economy directed when competition between institutions increases rational guidance, which leads it to raise the level of production and economic services provided to the consumer.

### Study terms:

**1- Influence:** "It is some change in the future of the message as an individual. The message grabs its attention and realizes it, it may add new information to its information and it may make it be new directions or alter its old directions, and it may make it behave in a new way or modify its previous behavior. There are many levels of influence from concern to the occurrence of an internal consolidation of trends, to the limits of change in the boundaries of

those trends, and then in the end the individual embarked on public behavior. " (Hijab, 2004, 114)

**2- Advertising:** He announced the command, revealed it, and announced it, while Boutros Al-Bustani said: "It means displaying and publishing." (Hamdi, 2005, 177). Idiom: The advertisement defined as the activity that provides advertisements, visual or audible, to the public, in order to induce it to purchase a good or service in exchange for a paid portion.

**3- TV Advertising:** It is a set of information or data related to a number of goods, products or services offered by the TV station within its programs, which take various forms for promoting these goods, products or services. (Faraj, 2005, 50)

**4- Procedural definition of a TV commercial:** it is a set of meanings, ideas, and information about a specific good, product, or service, directed through a television screen to a specific audience, with the intention of convincing him of this good, product, or service.

**5- Consumer behavior:** This term consists of two concepts:

- **Behavior:** It is a reaction of the individual; it does not only include response and physical movements, but also includes verbal phrases and subjective experiences. This term may mean a total or mechanical response in which glands secretions interfere when the organism faces any situation, although researchers use the terms action and behavior in one sense. (Hijab, 2004, 286)
- **The consumer:** It is every natural or legal person who uses a good or service, and from the marketing point of view of the consumer, it is the primary axis of everything that is produced or distributed. (Radia, 2009, 3)
- **Consumer behavior:** Abdul-Hamid Talaat Asaad is known as: consumer behavior as the pattern the consumer uses in his behavior to search, buy, use, or evaluate goods, services, and ideas that are expected to satisfy his needs and desires. (Baya, 2008)

### Literature review:

**Tahsin Mansour study (2002)** In his study, the researcher analyzed the relationship between TV advertising and consumer behavior in northern Jordan, and the study included (440) citizens who were randomly selected, and data was collected by the questionnaire, and the researcher found in his study that the ratio of viewers to TV ads (1, (84% of the study sample, whether permanently or sometimes,

And there is a relationship between increased exposure to ads and positive consumer behavior, meaning that increased exposure to TV ads affects the consumption of the goods or services advertised. There is a relationship between the educational qualification and an increased belief in the role of advertising, meaning that the higher the level of education for individuals, the more they believe in the role of advertising in increasing consumption.

**Abdulaziz Abdel-Starar Study (2000)** The researcher studied the effect of international (globalized) TV advertising on social and cultural aspects in the Kingdom of Saudi Arabia, and the objectives of this study were to identify the cultural content of international advertising in three Arab channels, and to determine the nature of the international advertising flow in the market Saudi Arabia in terms of its goals and size, in addition to measuring exposure to international advertising and its potential effects on cultural aspects, and the study found that international advertising is a tangible phenomenon in the means of advertising to which the Saudi citizen is exposed, and by a percentage that exceeds national advertisements, (56)% compared to (44%) and television It is the most important means of international advertising, and the percentage of supporters of TV ads exceeds the proportion of opponents over its existence, as the proportion of supporters reached (6.67%.) The international advertising also works on more than just promoting some foreign products; rather, it forms new and different consumer patterns of society.

### **Theoretical review:**

Advertising has a fundamental role in guiding purchasing behavior, as purchasing behavior is the ultimate goal of marketing communications, and advertising is one of the elements of the MCM mix. The impact of advertising appears at every stage of the buying process.

Advertising works in the first stage to raise the needs, where the advertisement can make consumers think about buying products that they would not have thought of before, and in the second stage the advertisement provides information about the product, and in the third stage the advertisement helps the consumer in identifying the characteristics of the product that were not visible To him, which he cannot perceive with direct senses.

The advertisement in the fourth stage of the buying process can also influence the participants in the purchasing decision (initiator, influencer, decision, buyer and user), which represents an indirect impact on the consumer at the stage of making the purchase decision.

In the fifth stage, the advertisement works to reduce the feeling of alienation between the consumer and the product he purchased.

**Consumer behavior characteristics:**

- It is purposeful behavior in the sense that it aims to satisfy a specific need, as a person does not act without a goal, whatever patterns and forms of behavior or response that appear to us, and whatever our interpretation of it must, control this behavior to a specific goal that may be apparent or implicit. In general, the main objective that behavior entails is to achieve the general balance of his personality.
- It is a varied behavior that manifests the behavior in multiple ways so that it can cope with the situations it faces.
- Human behavior is flexible that changes and changes according to circumstances.
- Difficulty predicting human behavior and behavior most of the time.

Rarely, human behavior is the result of one motive or reason. In most cases, it is a stop for several motives and causes that converge with one another, or are incompatible with one another.

- The behavior of individuals is not isolated and self-contained behavior, but rather is related to events and actions that preceded it and others that followed.
- Consumer behavior is a continuous process, as there are no breaks that determine its beginning or end, as it is a continuous link. (Kurdish, 2010, 113)

**Advertising functions for the consumer:**

Advertising has become at the present time many jobs that are not only limited to providing products and promoting them, but also have become an important tool for expression in terms of behavior, culture and values, as it has the ability to express a lot on the cultural and social level where many studies have emerged that show the extent of Advertising is related to changes that occur to consumers,

Therefore, the advertising functions and goals for consumers have varied and are generally represented in:

1- Definition of products: The definition of products includes the process of submitting and determining the places of sale, the products, their times and prices, and everything that contributes to the definition of products and their characteristics, which makes it easier for the consumer to identify the products.

2- Providing the consumer with useful skills, the advertisement continuously contributes to providing useful advice that helps rid a consumer of many troubles, such as replacing car tires or engine oil after traveling certain distances, and the consumer warns of the danger of not adhering to these guidelines.

3- Creating a potential demand for goods and services in the commercial field, usually advertising used to achieve profits in a long term, and that is through a contribution to increasing the demand for establishing products by providing current consumers with information about their characteristics and advantages and urging them to buy them.

4- Facilitating the task of choosing between commodities, through the information and data it provides of the benefits and specifications of commodities, and facilitating the task of selecting commodities. (Al-Ghabi, 2003, 28)

#### **Factors helping to effect an advertising impact:**

Some of the factors that help the advertisement to effect its selling effects are: Repetition, continuity, and providing the appropriate time opportunity (Rashid, 2002, 52).

**1- Repetition:** "An announcement that is only published once only reads or hears for this time alone and then is forgotten after that. Moreover, the possibility of reading it or hearing it from all the targeted consumers is excluded.

**2- Continuing:** "The advertisement continues to be published without interruption, so that the relationship between the advertiser and his consumer audience is not severed.

**3- Time:** "The time required for the success of the advertisement, the advertiser should not be rushed to publish his ads, but rather he must be patient until the announcement pays off in the appropriate time."

#### **Factors that lead to consumer response:**

1- End the advertisement with some openings or justifications that facilitate the consumer to overcome the internal conflict in himself.

- 2- Providing various facilities to the consumer, such as long-term installments, delivery of goods to homes, or ordering them via television.
- 3- Providing attractive discounts in the commodity prices and for a specific period, which leads to a rapid response by consumers to purchasing
- 4- Providing some gifts and additional benefits, which leads the consumer to purchase report to obtain gifts accompanying the commodity. (Al-Hadidi and Ali, 2005, 33)

### **The effect of advertising on consumer behavior:**

To know the extent of the success of the advertisement, a good measure of its effectiveness must be available. Most of the scale means advertisements and specific advertising campaigns, and often the advertising agency agrees a lot of money to pre-select the advertisement, but it spends less money on measuring the effectiveness of the advertisement, and the advertising impact can be measured in the different stages of the advertisement as well as testing it in The environment in which it is broadcast, and whenever the choice is on the advertisement, which is in its final form and within the natural environment, the choice is ideal, and sales should not be seen as an optimal measure of the advertising effect, so measuring the impact of the advertisement on the behavioral aspects of the consumer, which governs sales is no less important than it. Mainly meaning consumer behavior. ”(Al-Amri, 2013, 70)

Therefore, the advertisement seeks primarily to change the consumer’s behavior by influencing his trends and desires, and the ways in which he perceives the things and things surrounding him, and this will not come unless there is sufficient and sufficient information that determines the factors that control the consumer’s behavior, and strives to guide him in one area without the other, and by this can be known The extent of advertising success through consumer behavior, i.e. through its acquisition of what is displayed in an advertisement, and by this we can know the extent of the advertisement’s impact and its success in influencing consumer behavior and trends.

## Conclusion:

Through the foregoing, we conclude that the consumer is the basic pillar upon which the market is based, and that the consumer is one of the parties to the buying and selling process, therefore the advertiser must, before displaying the advertisement and producing goods, study the consumer, his behavior, motivations, needs and everything related to him so that he can broadcast his message. It ensures impact and response events by the consumer, hence the advertisement must focus on all these aspects through which the goal of the organization or institution is achieved by attracting the attention of the consumer or the segment used for the product and providing basic information that helps the consumer in making the purchase decision.

## Results:

- 1- TV advertising is a useful source of information about goods for Emirati consumers, especially in informing about the existence of new goods.
- 2- TV advertising has a positive influence on directing purchasing behavior for Emirati consumers.
- 3- The effect of advertising on arousing the desire to buy was the strongest, while there was no effect of advertising when the behavioral response (action).
- 4- TV advertising has a positive role in the behavioral stages that the Emirati consumer goes through before making a purchase decision.
- 5- The Emirati consumer affected by the TV commercial, which is only within its purchasing power.

## Recommendations:

- 1- Work to produce advertisements of a decent standard in the categories to which the advertisement directed.
- 2- Focusing in various TV advertisements on the real facts that bear many consumer information in order to push the audience to think with logic and rationality.
- 3- Reducing the exaggeration in presenting products as an imperative.

4- Taking into account the ethics of practice in television advertising in order to respect the public and not to be pluralistic over its peculiarities in presenting what is incompatible with its values and needs.

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