

An Analysis of Advertisement, Customer's Purchasing Performance and Behaviors: A Case Study on Kurdistan Region

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ABSTRACT:

The main objective of this study was to explore an analysis of advertisement, customer's purchasing performance and behaviors in Kurdistan Region. For this purpose, the quantitative approach was used through a questionnaire-based survey from 107 participants who were randomly selected in Kurdistan. The collected data were analyzed through SPSS software. The results revealed that, among personal, economic, cultural, social and psychological factors, personal factors have the most substantial impact on consumer's purchasing performance and behavior, which is about 37.4%, while, psychological ones have the least effect on them, which is about 10.3%. The results also indicated that Websites, Blogs and TVs have more power to encourage client's buying decisions relative to the other types of media. For further study, the qualitative method through interviews has been proposed.

Keywords: Advertisement, Customer, Buying, Performance, Purchasing behavior.

1. Introduction

In today's society, advertisement performs an essential role in convincing clients to buy items and services. However, the costs of advertisement in relation to different activities in many organizations are entirely outstanding. Currently, every business organization intends to reach the largest marketplace share. For this reason, every business organization utilizes various approaches to attract clients of various segments of the marketplace as well as the best method to emerge as a market leader. In this difficult condition, an organization ought to advance its items so that an ever-increasing number of clients get interested for its items. As Jakstien, Susniene, & Narbutas (2008) thought that advertising plays a vital role in building product behaviour across the entire society. It can offer enjoyment and knowledge to the individuals as well as assist them to make decisions about the items. Moreover, advertising procedures depend on the collaboration between an organization and the customers. It has been regarded as a famous administration instrument to address fast marketing and technological changes in the present competitive marketplaces (Sunderaraj, 2018). So, the usage of advertisements has improved considerably in the twentieth century as industrialization extended the supply of produced items (Haider & Shakib, 2018).

Moreover, Advertising is also a means of communication that promotes an audience to create buying decisions regarding an item and service as well as give viewers with information. It is viewed as an important and necessary part for the economic development of the advertisers and organizations (Ryans, 1996). It is an incredible source to affect the idea of customers and provides them introduction towards a specific item and facility (Katke, 2007). When it comes to making a new advertisement, marketers have constantly adjusted to altering company requirements.

In addition, Advertising is normally a paid sort of promotion and exposure by various sponsors that comes to through various conventional media, for instance, television, commercial radio advertisement, magazine mail, newspaper, modern media or outdoor advertising like text messages, websites and blogs (Ahmed & Ashfaq, 2013). Like different parts of the world, in Kurdistan as well, it has come to be a weapon for companies to alter clients' thought and their conduct towards buying. So, it has become one of the vital

business activities in competitive commercial enterprise surroundings (Rehman, Nawaz, Khan, & Hyder, 2014).

This paper is structured into several sections. The first part introduces the study. It provides the background, objectives, problem statement and research question of the study. Then, the research continued with the evaluation of previous works on advertising and the client purchasing conduct and factors of advertisement as well. After that, it followed with the methodology, findings and discussion, conclusion and recommendations for the future.

1.1. Objective

- The following are the main objectives of the research:
- The importance of this research and analysis is academically vitally significant, as the outcome is to inculcate the author of the research as well as other recipients with an overview of the analysis of advertisement, customer's purchasing performance, and behaviors.
- To provide an appropriate explanation or description about the research title, and the description analysis may permit other academic scientists and investigators to obtain accurate findings associated with their research.
- To study the demographic background profile of customers.
- To provide beneficial recommendations based on the results of the study.
- Providing logical and reasonable justifications and explanations based on practical outcomes of the study.

1.2. Research Problem

This research was intended to fill the gap through evaluating and analyzing advertisement, customer's purchasing performance and behaviors in the Kurdistan Region and analyzing the factors of advertisements on customers' purchasing performance and behaviour.

1.3. Research Question

What are the most and the least effective factors of advertisement on customer's purchasing performance and behaviour in Kurdistan?

2.1. Literature Review

A brief analysis of main study work on the subject which is associated to this topic is as follows:

It is the research conducted by Haider & Shakib (2018) a study on the impacts of advertisement on customer purchasing conduct. In view of their investigation it can be observed that advertisement has a substantial influence on customer purchasing conduct.

A study carried out by Sundraraj (2018) entitled influence of advertisement on purchasing behaviour of customers in Sivakasi. The research indicated that there is no connection between the age of the participants and level of influence of advertisement as well as there is no connection between satisfaction and income with an advertised item at the time of utilizing.

Sumathi & Begum (2016) investigated the influence of advertisements on customer behaviour of cosmetic items – a research in Mangalore. The study found that advertising influences costs incurred on cosmetic items. However, a great deal of impact on the buying of cosmetic items consequences one's revenue and other facets such as cost of the item, the brand as well as other individual's suggestion concerning the item. It is also discovered that advertising fulfils the necessities of both the customers and the organizations. Its role cannot be substituted by any other methods. Thus, organizations have to plan and know where and when they must advertise their items. Kumar & Raju (2013) reviewed 'the role of advertising in customer decision-making'. They analyzed that advertising can alter the view of the consumer on a specific item. The results revealed that the level of consciousness of the impact of advertisement is relatively higher than predicted among the student lecturers. Numerous of them are active listeners of the media for collecting data about the new items, a trend in the marketplace as well as make a comparison with the items of other companies. Among rural students, customer culture is more prevalent than in urban students. Many female students are concerned about jewelry and cosmetics, whereas male students are more interested in electronic equipment and cars.

A research conduct by Neupane (2019) entitled 'advertising and its effects on customer behaviour in Kathmandu valley'. The findings of the study showed that TV advertisements have a strong and positive association with customers' purchasing performance pattern. Nonetheless, because of their religious beliefs, religiosity affects this dynamic by portraying women in television advertisements. In addition, Kibona (2015) examined influence of components of advertisement on the customer purchasing conduct in urban areas: the lessons from Coca-Cola customers in Dar-Es-Salaam Tanzania. The consequences revealed that the relationship between media interaction advertisement and customer purchasing behaviour changes significantly. There is a positive connection among billboards advertisement and alter in customer purchasing conduct. There is additionally a positive connection between the point of sale resources advertisement and alteration in buyer conduct. The connection among three control factors shows the predicted positive relationship: sales promotion, personal marketing and advertisement, as well as improvements in customer purchasing conduct.

Ha, John, Janda & Muthaly (2011) have done study entitled 'the impacts of advertising spending on brand loyalty in services'. The main results revealed that advertising spending has influence on customer's view of the quality of an item and service, satisfaction level and customer's loyalty.

As Shah et al. (2012), pointed out; buying behavior is a process of decision-making on purpose to buy a specific item by the client. And, Egorova et al. (2007), describes the purchasing behavior regarding the certain situation in which the client tends to purchase a certain item. As well as, Assael (2004) believes that customers without a doubt gather about the attribute item that contributes many advantages to satisfy their desires and simultaneously customer perception of item result of irregularity or superiority of the item.

Customer purchasing conduct is defined as the psychological, emotional as well as physical operations that individual involve while choosing, buying utilizing and disposing of items and services so as to fulfil desires and needs (Schifman & Kanuk, 2009; Solomon & Bamossey, 2006). Customer purchasing behaviour is influenced by economic facets, for example, revenue spending pattern, cost of items, cost of complementary items, substitute products and demand elasticity (Kotler; Weng, Sanders & Armstrong, 2001). It is also influenced by sociocultural facets that influences consumer purchasing decision however determines the type of item to be purchased (Arnould & Thompson, 2005).

Based on the above explanations, it can be seen that previous studies have used different approaches depending on their variables as well as contexts. They used different statistical tools for analysing their collected data such as correlation or regression test to find the impact of advertisement on consumer's purchasing performance and behaviour; Whereas, the findings of this study is only based on the descriptive research approach.

2.2. Conceptual Framework

A conceptual framework is utilized to explain what you predict in your study, including how the variables you are thinking may associate with each other (Swaen, 2019). Whereas, Patrick (2015) thought that, it refers to the author's synthesis of literature review on how to describe a phenomenon. So, it maps up the activities needed in the course of the analysis, despite his/her prior experience of the perspective of other authors and his/her observations and explanations on the research subject. To understand the analysis of advertisement, customers' purchasing performance and behaviours, a conceptual framework is constructed. It based on the viewpoints of previous authors in the literature review for the study.

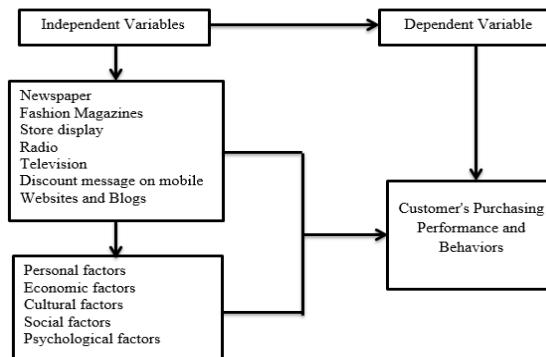


Figure.1. Conceptual Framework (Source: Primary Data)

2.3. The Main Factors influencing Customer purchasing conduct

Ramya & Ali (2016) indicated that customer behaviour affected by numerous forces or factors such as: Psychological, Social, Cultural, Economic and Personal factors.

2.3.1. Psychological Factors

An understanding of customer psychology can make marketing and enterprise way progressively predictable as well as greater compassionate in a way. According to Gajjar (2013), there are four significant psychological factors impacting the customer purchasing conduct such as: motivation, perception, learning, beliefs and attitudes.

2.3.1.1. Motivation

The motivation level also influences customers' purchasing behaviour. Every individual has distinct needs, including physiological, biological and social requirements. The nature of the necessities is that, a few of them are most urgent, whereas others are least urgent. Consequently, a necessity transforms

into a point of view while it is additionally pressing to guide the individual to look for fulfillment. Motivation refers to our want and desire to obtain a certain consequence. For example, with respect to buying decisions, the motivation of clients may be influenced by concerns like financial position (Upadhyay & Joshi, 2014).

2.3.1.2. Perception

It is called perception to organize, select and interpret information so as to create a significant world experience. Particular consideration, specific distortion, and specific retention are three unmistakable perceptual methods. If there should be an occurrence of particular consideration, vendors attempt to attract the client consideration. While, if there should be an occurrence of specific distortion, clients attempt to interpret the knowledge in a way that will help what the customers previously accepts and beliefs. Similarly, if there should be an occurrence of particular retention, vendors attempt to retain knowledge that helps their views and convictions.

2.3.1.3. Beliefs and Attitudes

The customer has a particular attitude and belief towards different items. As, attitudes and beliefs make up brand image and impact client buying behaviour, thus vendors are interested in them. By launching unique campaigns in this respect, they can alter the attitude and views of clients.

2.3. 2. Social Factors

Social factors have a main influence on consumer behaviour. Everyone has someone around who influences their purchasing decisions. Social factors are including reference groups, family, role and status (Perreau, 2014).

2.3.2.1. Reference Group

It affects the customers' self-image and conduct of them. It offers some comparison points about their conduct, habits or lifestyle to customers. Typically, there are numerous smaller reference groups, which are shaped by neighbours, close friends, family and other individual that are customers associated with customers. It can also affect the organizations to which a customer does not yet belong. These aspiring organizations are groups in which a customer tries to have a place and wishes with take an interest later on (Khan, 2006).

2.3.2.2. Family

Family member may affect individual customers' purchasing performance and conduct. A family forms the condition for people to obtain beliefs, develop and shape character. This condition provides the opportunity to improve attitude and views towards various topics, for instance, social relation, community and politics. First views of brands or items and customer habits are created by a family (Kotler & Armstrong, 2010). For example, the consumers who made product decisions when they were young may complete these equivalent brand determinations in grown-up life without perceiving that these choices were influenced by their parents.

2.3.2. 3. Role and Status

Individuals in their life play numerous different parts. Every part comprises of attitudes and activities that are anticipated to perform as indicated through the individuals around them (Kotler & Armstrong, 2010). And social status represents the position that consumers have in social groups dependent on such things like occupation or education, money and prosperity. Social status is important in many communities, and the admiration of others is needed by individuals. It tends to be attained throughout being successful in life and being born into money as well. Selection of brands and items frequently reflects the social status as well as roles (Wright, 2006).

2.3.3. Cultural Factors

Client conduct is deeply influenced by cultural forces or factors such as: buyer culture, subculture and social class (Gajjar, 2013; and Rani, 2014).

2.3.3.1. Buyer Culture

Essentially, culture is the part of every community and is the main cause of individual desires, performance and behavior. The effect of culture on buying performance and behaviour varies between countries, so vendors need to be careful in evaluating different regions, communities, or even countries' culture.

2.3.3. 2. Subculture

Each culture contains several subcultures such as: religions, racial groups, nationalities, geographical areas and so on. By segmenting the market into different small parts, vendors can utilize these groups. For instance, vendors can design items based on the necessities of a specific geographic groups.

2.3.3.3. Social Class

Each society has a few sort of social classes that are essential to the vendors because individual's purchasing conduct is similar in a specified social class. Marketing activities could be targeted for different social classes in this way. It can be thought that social class is defined not only by revenue, but also by other factors, such as prosperity education and occupation.

2.3. 4. Economic Factors

Customer conduct is affected mainly by economic factors for instance: personal income, family income, savings, income expectations, customer credit, liquid assets of the customer and other economic facets (Ali & Ramya, 2016).

2.3.5. Personal Factors

Personal factors influence the client performance and conduct. Some of the significant personal factors that impact the purchasing conduct are: age, occupation, economic circumstances, and lifestyle.

2.3.5.1. Age

Age of individual is one of the essential factors impacting consumer conduct. Consumers buy various items at their different phases of cycle. Their performance and taste also alter with alter in life cycle.

2.3.5.1. Occupation

The individual's occupation has a major influence on their purchasing performance and behaviour. For example, a company's marketing director will attempt to buy business suits while a low level of employee in the same company will buy rugged work clothes.

2.3.5.2. Economic Circumstances

Items selection is significantly influenced by ones economic situations. Individual's economic situation contains of their able revenue, assets, savings, debts, borrowing power as well as attitude towards spending against saving.

2.3.5.3. Lifestyle

Customers' lifestyle shows how the individual lives and spends their money. It is joined from previous involvements and experiences, congenital personalities and present condition. The item selections that customers create are associated to their lifestyle. And, human's lifestyle contains of various lifestyle aspects (Khan, 2006). These aspects are: firstly, Activities refer to how a customer spends their time, e.g. vacation or hobbies and work. In addition, Interests are customers' priorities and performances e.g. food or home and family. Furthermore, Notions show how customers feel regarding various challenges, themselves, items and politics (Plummer, 1974).

3. Methodology

3.1. Method

Throughout the study, the researcher conducted quantitative approach for the aim of the data collection. The descriptive research method was used and the methodology of the research is depended on primary data. Besides, the research is designed through self-administered questionnaire; also the queries comprised were open-ended and offered multiple choices as well.

3.2. Participants and Research Instruments

The participants of the research were from 107 respondents who were randomly selected in Kurdistan Region. The ratio of distributed questionnaires for each city is about 36.4% Erbil Governorate; 29% Sulaymaniyah Governorate; 21.5% Duhok Governorate and 13.1% Halabja Governorate. Their age ranged from less than 25 to more than 35 years old. 71 of the participants were males, while 36 of them were females (See Table 1).

A questionnaire was established to gather the data from the participants. The instruments of this paper involved two sections: the first section of the instruments contained of open-ended and offered multiple choices questions about demographic background of participants: gender, age, level of education, job title and marital status. The second section variables selected for this research in order to measure an analysis of advertisement, customer's purchasing performance

and behaviors in Kurdistan Region. Likert's scale data has been conducted for the questions of this section.

3.3. Data Collection

The data, which is gathered for the aim of study, is primary data and it has been accumulated through the questionnaire. It is organized which was to be filled via individuals of Kurdistan Region.

3.4. Statistical Analysis:

The data was collected from the participants were put in the SPSS software to evaluate the several factors that impact on consumer's purchasing performance and behaviour.

3.5. Period of the study

The period of study contains of three months from September to November 2019.

4. Results and Discussions

The study evaluated the analysis of advertisement, customer's purchasing performance and behaviors in the Kurdistan Region. The following explanations indicate the study's results, in addition to discussing and assessing the study's results in line with the research purposes mentioned above. Specifically, the nature of the study is both descriptive as well as analytical.

Table 1: Demography profile of the respondents

Background of the Respondents	Frequency	Percent	Cumulative Percent
Gender:			
Male	71	66.4	66.4
Female	36	33.6	100
Total	107	100	
Age:			
< 25	31	29	29
26-30	23	21.5	50.5
31-35	35	32.7	83.2
> 35	18	16.8	100.0
Total	107	100	
Educational Qualification			
High School	8	7.5	7.5
Diploma	23	21.5	29
Bachelor	41	38.3	67.3
Master	24	22.4	89.7
PhD	11	10.3	100
Total	107	100	
Marital Status			
Married	31	29	29
Single	76	71	100
Total	107	100	
Occupation			
University Lecturer	35	32.7	32.7
Employee	12	11.2	43.9
Student	15	14	57.9
Workers in several Industries	11	10.3	68.2
Workers in several shops and malls	27	25.2	93.5
No Job	7	6.5	100
Total	107	100	

Source: Primary Data

Table.1 shows the demography profile of the respondents. It indicates that the gender of the tested participants were 66.4% males and 33.6% females. So, this indicates that a large number of the customers were male. The age of the tested participants demonstrated that 32.7% were aged 31-35, which indicates the

majority of the respondents, whereas 16.8% of them were aged more than 35. Followed by 29% less than 25 and 21.5% of them were aged 26-30. Regarding the educational background of the participants, it can be seen that 38.3% of the respondents have a Bachelor degree, while only 7.5% of them have a high school

degree. Followed by 22.4% Master, 21.5% Diploma and 10.3% of them have a PhD degree. Regarding marital status of the tested participants, 29% of the respondents were married and 71% of them were single. This displays that the majority of the participants were single. On the job title of the participants 32.7% of them were university lecturers, which show the

majority of the participants, while only 6.5% of them were not occupation. Followed by 25.2% were Workers in several shops and malls in Kurdistan Region Government, 14% were students, 11.2% were employee, and 10.3% of them were workers in several Industries.

Table 2: Importance of advertisement

Variables	Frequency	Percent	Cumulative Percent
Yes	104	97.2	97.2
No	3	2.8	100
Total	107	100	

Source: Primary Data

As displayed in Table.2 above, it can be noticed that 97.2% of the participants have believed that advertisement is important,

which indicates the majority of the respondents. Whereas, only 2.8% of them have thought that advertisement is not important.

Table 3: Purchasing products based on advertising

Variables	Frequency	Percentage	Cumulative Percent
Yes	25	23.4	23.4
No	10	9.3	32.7
Sometimes	69	64.5	97.2
Most times	3	2.8	100
Total	107	100	

Source: Primary Data

As indicates in Table.3, it is noticed that 64.5% of the respondents sometimes buy their products based on advertising, while 9.3% of them buy products not based on

advertising. Followed by 23.4% yes and only 2.8% of them most times buy their products based on advertising.

Table 4: parameters and modes of advertisement affect consumer buying decisions

Variables	Frequency	Percentage	Cumulative Percent
Quality	72	67.3	67.3
Price	23	21.5	88.8
Resources	5	4.7	93.5
Advertisement efficacy	7	6.5	100
Total	107	100	
Newspaper	3	2.8	2.8
Fashion Magazines	4	3.7	6.5
Store display	10	9.3	15.9
Radio	1	0.9	16.8
Television	33	30.8	47.7
Discount message on mobile	11	10.3	57.9
Websites and Blogs	45	42.1	100
Total	107	100	
Influence of Advertisement	41	38.3	38.3
Influence of Friends	39	36.4	74.8
Influence of Family	27	25.2	100
Total	107	100	

Source: Primary Data

As displayed in the Table.4, 67.3% of the respondents thought that quality of the products are an influential factor that mostly affects their buying decision, while only 4.7% of them have chosen resources. Followed by 21.5% price and 6.5% of them have chosen advertisement efficacy.

According to the above Table, out of 107 respondents, only 0.9% of them accepted advertisement through Radio, which means they thought that it is the least effective modes of advertisement that affect their buying decisions. Whereas, the majority 42.1% of the participants felt that Websites and Blogs are the most effective modes of advertisement that influence their purchasing decision. Followed by 30.8% Television, 10.3% discount message on mobile, 9.3% store

display, 3.7% fashion Magazines and 2.8% of them felts that Newspaper is another mode of advertisement to get information and affect their buying decision.

As illustrated in Table .4, 38.3% of the respondents were influenced by advertisement when prefer branded purchase, which indicates the majority of the respondents. 25.2% of them were influenced by their family, which means family involves themselves in the buying decision process. And, 36.4% of them were influenced by their friends regarding prefer branded purchase. Hence, the brand is one of the most significant influencing factors that may influence on client's purchasing performance and behaviour.

Table5: Effect of advertisement on consumer's performance and behaviour

Variables	Measurement scale	Frequency	Percentage	Cumulative Percentage
Do you think advertising promotes the purchasing of the products?	Agree	87	81.3	81.3
	Neutral	17	15.9	97.2
	Disagree	3	2.8	100
	Total	107	100	
Does advertisement is necessary to attract consumers?	Agree	81	75.7	75.7
	Neutral	17	15.9	91.6
	Disagree	9	8.4	100
	Total	107	100	
Advertising affects consumer behaviour.	Agree	71	66.4	66.4
	Neutral	30	28	94.4
	Disagree	6	5.6	100
	Total	107	100	
In this challenge market, any item can't survive without promotion.	Agree	50	46.7	46.7
	Neutral	33	30.8	77.6
	Disagree	24	22.4	100
	Total	107	100	
Consideration of financial conditions during shopping.	Agree	69	64.5	64.5
	Neutral	26	24.3	88.8
	Disagree	12	11.2	100
	Total	107	100	

Source: Primary Data

The above Table reveals that 81.3% of the respondents agreed that advertising promotes the buying of the products, while only 2.8% of them disagreed. On the other hand, 15.9% of the respondents were neutral. So, it means that advertising is essential for every aspect of a commercial because it plays a vital role for both customers and manufacturers.

Table.5 indicates that majority 75.7% of the respondents were agreed that advertisement is necessary to attract consumers. While only 8.4% of them disagreed that advertisement is not an essential tool to attract customers. 15.9% of the respondents were neutral. Hence, Advertising assists to make clients conscious of an item, as well as purposes to build preference for that item over its competitors.

From the Table.5, 66.4% of the respondents agreed that advertising affects the consumer behaviour. On the other hand, only 5.6% of them disagreed. Followed by 28% of the respondents were neutral. Moreover, 46.7% of the respondents agreed that in this competitive market, any item cannot survive without promotion. 22.4% of them disagreed. And 30.8% of the respondents were neutral. Thus, advertisement is essential in this competitive market. Comprehending how it affects client's behavior and performance will assist them to build a better advertisement that addresses each factor. In addition, 64.5% of the respondents were agreed that they are considering financial conditions throughout the shopping. In contrast, only 11.2% of them disagreed. Followed by 24.3% of the respondents were neutral.

Table 6: Effect of advertisement on consumer's decision making

Variables	Measurement scale	Frequency	Percentage	Cumulative Percentage
Client's buying decision is highly impacted by the brand name of the organization.	Agree	75	70.1	70.1
	Neutral	23	21.5	91.6
	Disagree	9	8.4	100
	Total	107	100	
Families are the most influential people that affect buying behaviour.	Agree	62	57.9	57.9
	Neutral	26	24.3	82.2
	Disagree	19	17.8	100
	Total	107	100	
People opinions are essential when buying things.	Agree	64	59.8	59.8
	Neutral	25	23.4	83.2

	Disagree	18	16.8	100
	Total	107	100	
Age determines the things people buy	Agree	71	66.4	66.4
	Neutral	24	22.4	88.8
	Disagree	12	11.2	100
	Total	107	100	
Changing to another item if having a bad experience with a former product.	Agree	75	70.1	70.1
	Neutral	16	15	85
	Disagree	16	15	100
	Total	107	100	
Taking into consideration the society beliefs (Wearing clothes).	Agree	66	60.7	60.7
	Neutral	32	29.9	90.7
	Disagree	10	9.3	100
	Total	107	100	

Source: Primary Data

The above Table illustration that 70.1% of the participants agreed that a client's buying decision is highly impacted by the brand name of the organization, whereas, only 8.4% of them disagreed. And, 21.5% of the respondents were neutral. Consequently, brand name plays a vital role to improve the performance and behaviour of any consumer and business organization. It is the tool which may positively change people's views, purchasing performance and behaviour. From the Table.6, it is found that 57.5% of the respondents agreed that families are the most important people that affect their purchasing performance and behaviour. While only 17.8% of them disagreed. And 24.3% of the respondents were neutral. Additionally, 59.8% of the respondents agreed that people opinions are essential when buying things, whereas, 16.8% of them disagreed. Followed by 23.4% of the respondents were neutral. As demonstrated in Table.6, the majority 66.4% of the respondents were believed that age determines the things

people buy. While only 11.2% of them disagreed. And, 22.4% of the respondents were neutral. So, Age is very imperative to allow individuals to decide the way they need to purchase items. It affects the physical capabilities, wisdom and experience. Furthermore, 70.1% of the respondent agreed that altering to another item if they have had a bad experience with a former product. Conversely, 15% of them disagreed and were neutral. Finally, 60.7% of the respondents were agreed that they are considering society beliefs (e.g. wearing clothes). While only 9.3% of them disagreed. Followed by 29.9% of them were neutral.

For further understanding on the objective of this paper and an analysis of advertisement, customer's purchasing performance and behaviors; this paper will try to response the research question: What are the most and the least effective factors of advertisement on Customer's Purchasing Performance and Behaviour in Kurdistan?

Table 7: What is the factor is more important to consumers while shopping?

	Variables	Frequency	Percent	Cumulative Percent
Valid	Personal factors	40	37.4	37.4
	Economic Factors	28	26.2	100.0
	Cultural factors	15	14.0	61.7
	Social factors	13	12.1	73.8
	Psychological factors	11	10.3	47.7
	Total	107	100.0	

Source: Primary Data

According to the above Table, it is found that because personal factors of advertisement are related to age, occupation, economic circumstances, and lifestyle. It has the most result and is ranked first on the formation of total advertisement factors, which is approximately 37.4%, while psychological factors create the least result in customer performance and behaviour in Kurdistan, which is about 10.3 %. As a result, personal factors may collectively or individually affect the purchasing decisions of the clients. Because the economic factors are associated with revenue, assets, savings, debts, borrowing power as well as attitude towards spending against saving, it is ranked second and is also a major factor of advertisement, which is approximately 26.2 %. The cultural factors for example buyer culture, subculture and social class are ranked third, with a consequence of around 14 %, whereas the Social factors are ranked fourth, with the result being approximately 12.1%. Accordingly, the social factors, therefore, play a vital role in creating an individual's performance and behaviour, and marketers must appropriately comprehend it before planning their advertising campaigns.

When comparing the findings of this paper to other papers which have been done in different context, it can be revealed that there are some differences and similarities in the influence of advertisement on client's buying performance and behaviour. As declared in the literature review, a study conducted by Sundraraj (2018) entitled influence of advertisement on purchasing behaviour of customers in Sivakasi'. His result shows that there is no connection between the age of the participants and the level of influence of advertisement when compared to the findings of this paper. The findings have displayed that the majority of the respondents were believed that age determines the things people buy and influence their performance and behaviour.

Although there are some differences among the consequences of this research and other studies, there are also some similarities among the outcomes of this research to the consequences of Haider & Shakib (2018), when comparing the outcomes it tends be seen that advertisement has a substantial impact on customer buying behaviour. There is also a similarity among the findings of this paper and findings of Neupane

(2019) about the advertising and its effect on customer conduct. It can be seen that TV advertisements have a strong and positive association with clients' buying performance and behaviour when comparing to the finding of this study. After Websites and Blogs, TV advertisements have a great effect on clients purchasing decision and conduct (See Table 4).

5. Recommendations

Based on the outcomes of this research, a number of suggestions are provided, as follow:

First, brand name, price and quality of items are three significant elements, which are considered and influenced by customer's purchasing decision and behaviour. Therefore, business enterprises ought to provide quality of items, concentrate on price, and other positive insights of the brand name in order to attract more and new consumers.

In addition, the results reveal that radio has the least effective media to consumer's performance and behaviour in comparison to other types of media such as Websites and Blogs, Television and so on. So, the researcher suggests that advertisers and sponsors have to design radio advertisements that are easy for consumers to understand. It has a great impact on the audience because of its strengths like cheap, to be flexible and universal media. Additionally, TVs have more power to impact client's buying decision relative to the other types of media. Advertisement which is showed on TV can be remembered fast, effectively and easily since individuals hear as well as see the advertisement. Moreover, because of cheap, fast, easy and global, online or digital media should be taken into considerations. Thus, Advertisers have to invest properly in radio, TVs and digital media as well.

Finally, results found that, in relation to other factors of advertisement, psychological factors have the least impact on consumers purchasing performance and behavior. As a consequence, psychological factors like motivation, perception, learning, beliefs and attitudes should be considered creatively by business companies and advertisers.

6. Conclusion and future research

The main objective of this paper examined an analysis of advertisement, customer's purchasing performance and behaviors in Kurdistan Region. The quantitative method has been used through a questionnaire-based online survey with a sample size of 107 participants in Kurdistan randomly. Depending on the data analysis, it can be seen that advertisement has a considerable influence on client purchasing performance and behaviour. The results also reveal that Websites, Blogs and TVs have more power to influence client's buying decision relative to the other types of media. It is also found that among all factors of advertisement, personal factors have the most significant impact on consumer's purchasing performance and behavior, which is about 40 (37.4%), whereas, psychological factors have the least impact on them, which is about 11 (10.3%).

Although several studies have already been done in different situations, in the context of Kurdistan this subject still needs to be further explored. The quantitative approach has been done; future studies will start with a qualitative approach through interviews of customers. Thus, the researcher may closely understand the different perspectives and opinions of all kind of customers regarding effective factors of advertisement. Having an understanding into these factors allows advertisers and business enterprises to better forecast and insight not only the demand of their suitable items, but also the consumer's buying performance and behaviour.

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Appendix

Questionnaire Form

((An Analysis of Advertisement, Customer's Purchasing Performance and Behaviors: A Case Study on Kurdistan)).

Section one: Demographic variables

1. Gender A) Male B) Female

2. Age

- a) Less than 25
- b) 26 - 30
- c) 31 – 35
- d) More than 35

3. What is your level of education?

- a) High School
- b) Diploma
- c) Bachelor
- d) Master
- f) PhD

4. Marital Status:

- a) Married
- b) Single

5. What is your job title?

- a) University Lecturer
- b) Employee
- c) Student
- d) Workers in several Industries
- e) Workers in several shops and malls
- f) No Job

Section two: Influence of advertisement on customer's performance and behaviour

6. Do you think advertising is important?

- a) Yes
- b) No

7. Do you buy products based on advertising?

- a) Yes
- b) No
- c) Sometimes
- d) Most times

8. Which parameters affect mostly your purchasing decisions?

- a) Quality
- b) Price
- c) Resources
- d) Advertisement efficacy

9. What is the influence of various modes of advertisement on your buying decision?

- a) Newspaper
- b) Fashion Magazines
- c) Store display
- d) Radio
- e) Television
- f) Discount message on mobile
- g) Websites and Blogs

10. What makes you want to buy branded?

- a) Influence of Advertisement
- b) Influence of Friends
- c) Influence of Family

Indicator	Agree	Neutral	Disagree
11. Do you think advertising promotes the purchasing of the products?			
12. Is advertising required to attract clients?			
13. Advertising affects consumer behavior.			
14. In this challenge market, any item can't survive without promotion.			

15. Consideration of financial conditions during shopping.			
16. Client's buying decision is highly impacted by the brand name of the organization.			
17. Families are the most influential people that affect buying behaviour.			
18. People opinions are essential when buying things.			
19. Age determines the things people buy			
20. Changing to another item if having a bad experience with a former product.			
21. Taking into consideration the society beliefs (Wearing clothes).			

22. What is the most important factor for you when shopping?

- Personal factors
- Psychological factors
- Cultural factors
- Social factors
- Economic Factors

شیکردنهوهی پیکلام، و هه‌لسوکهوت و نه‌نجامدانی کرین له لایهن کرپارهوه: لیکۆلینهوهی که‌یسیکه له ههریمی کوردستان

پۆخته:

ئامانجی سه‌ره‌کی ئەم توێژینه‌وه بریتیه له شیکردنه‌وهی پیکلام، و هه‌لسوکه‌وت و نه‌نجامدانی کرین له لایهن کرپاره‌وه: لیکۆلینه‌وهی که‌یسیکه له ههریمی کوردستان. بۆ ئەم مه‌به‌سته‌ش، شیوازی چه‌ندیتی له پێگه‌ی فۆرمی راپرسی به‌شیوه‌ی ئونلاین به‌کارهاتوو له نۆوان 107 به‌شداربوو که به‌شیوه‌ی هه‌رمه‌کی هه‌ل بژێرداون له کوردستان. داتای کوکراوه شی کراونه‌وه له پێگه‌ی به‌رنامه‌ی SPSS. ده‌رئه‌نجامه‌کان ئه‌وه‌یان ئاشکرا کرد، له‌نۆوان فاکته‌ری که‌سی، ئابووری، که‌لتووری، کۆمه‌لایه‌تی و ده‌روونی، فاکته‌ری که‌سی زۆرتین کاریگه‌ری هه‌یه له‌سه‌ر ئەدا و هه‌لسوکه‌وتی کرپار له‌کریندا، که‌ نزیکه‌ی 4، 37٪، له‌وکاته‌ی، فاکته‌ری ده‌روونی که‌مترین کاریگه‌ری هه‌یه له‌سه‌ر کرپار به‌ به‌راورد له‌گه‌ل فاکته‌ره‌کانی تر، که‌ نزیکه‌ی 3، 1٪. ده‌رئه‌نجامه‌کان هه‌روه‌ها ئه‌وه‌یان نیشاندای که‌ وێب‌سایته‌کان، بلوگس و تیغه‌کان زۆرتین توانایان هه‌یه بۆ هاندانی برپاری کرپاره‌کان به‌ به‌راورد له‌گه‌ل جۆره‌کانی تری میدیا. شیوازی چه‌ندایه‌تی له‌پێگه‌ی جاوپێکه‌وتن پێشنیار کراوه بۆ توێژینه‌وه‌ی زیاتر له‌سه‌ر بابه‌ته‌که.

په‌یغیڤین سه‌ره‌کی: پیکلام، کرپار، کرین، ئەدا، هه‌لسوکه‌وتی کرین.

تحليل الإعلان، عملية تسوق الزبائن وسلوكهم: دراسة ميدانية في إقليم كردستان

الملخص:

الهدف الرئيس لهذه الدراسة هو تحليل الإعلان وعملية تسوق الزبائن وسلوكهم في إقليم كردستان. ولهذا الغرض استخدمنا الطريقة الكمية من خلال مسح مبني على إستبانة شملت 107 مشاركاً تم إختيارهم بشكل عشوائي في كردستان. تم تحليل البيانات التي تم جمعها من خلال البرنامج الاحصائي (SPSS). بينت النتائج أنه من بين العوامل الشخصية والاقتصادية والثقافية والاجتماعية والنفسية، يكون للعوامل الشخصية تأثير كبير على أداء وسلوك المستهلك الشرائي، وهو حوالي 37.4 ٪، في حين أن العوامل النفسية لها أقل تأثير عليهم وهو حوالي 10.3 ٪. كما بينت نتائج الدراسة أن المواقع الإلكترونية وصفحاتها والتلفزيون كان لها أثر كبير في تشجيع قرارات الزبائن للتسوق مقارنة بوسائل التواصل الأخرى. الطريقة النوعية من خلال المقابلات الشخصية قد تكون مقترحة في المستقبل لهذه الدراسة.

الكلمات الدالة: اعلان، الزبون، الشراء، الأداء، سلوك المشتري.