

**Impact of TV Advertisement On Consumer Buying Behaviour
A Case Study Of Libyan Consumer Buying Behavior**

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Abstract

This study aims to understand the impact of TV advertising and consumer buying behaviour with reference to fast moving consumer goods (FMCGs). The data was compiled using the 5-Likert scale with cross-sectional data. As a sample, 150 surveys were distributed in Tripoli-Libya and analyzed in the SPSS 23.0 program.

On this purpose of the study, primarily literature review was conducted. To determine the impact of TV Advertisement on consumers buying behaviour and relationship between consumers buying behaviour, consumer perception.

Data were analyzed by using different statistical techniques such as descriptive statistic, Correlation analysis, and regression analysis. The results of our study are reliable and valid. That's because the analysis results and findings show that ads have a significant impact on consumers' buying behavior and choices.

Key Words: TV Advertisement, consumers buying, consumer perception.

Jell Code: M31

Özet

Bu çalışma, TV reklamcılığı ve tüketici satın alma davranışının hızlı satın alınan

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mallar referansıyla etkisini anlamayı amaçlamaktadır. Kesitsel verilerle 5'li Likert ölçeği kullanılarak veriler derlenmiştir. Örneklem olarak Trablus-Libya'da 150 anket dağıtılmış ve SPSS 23.0 programında analiz edilmiştir.

Bu çalışmada temel amaç kapsamında öncelikle TV reklamının tüketici satın alma davranışı üzerindeki etkisini ve tüketici satın alma davranışı, tüketici algısı arasındaki ilişkiyi belirlemek üzere literatür taraması yapılmıştır.

Veriler tanımlayıcı istatistik, korelasyon analizi ve regresyon analizi gibi farklı istatistiksel teknikler kullanılarak analiz edilmiştir. Çalışmamızın sonuçları güvenilir ve geçerlidir. Çünkü analiz sonuçları ve bulgular, reklamların tüketicilerin satın alma davranışları ve seçimleri üzerinde önemli bir etkiye sahip olduğunu göstermektedir.

Anahtar kelimeler: TV reklamı, tüketici satın alma, tüketici algısı.

Jell Kodu: M31

1. Introduction

Advertising is a marketing meaning which aims to impact the buying behavior of customers. And the consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. In the past times marketers used different signs and symbols to market their products and also to create awareness for the customers.

Television advertising is a very useful tool for communication. The television advertisement is important in delivering the message to its target audience as the fastest medium in creating awareness about products among consumers.

The main objective of our study is to analyze the impacts of television advertising of consumer of both genders. This will be examined the relationship between TV advertising and consumer buying behavior through focused on the people from various age groups of the consumer to find out the impact of television advertising .

The Libyan organizations today are operating under difficult conditions, after it had been operating in a monopolistic or semi-monopolistic environment, It is already clear that Libyan organizations today are operating under the difficult economic, political conditions , and the intermittent wars in all regions in Libya, since the revolution in 2011, all of these situation have a negative impact on the Libyan



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The aim of this study is to determine the impacts of television advertising of Consumer Buying Behaviour and understand the relationship between TV advertising and consumer buying behavior and perception consumer through focused on the school and college which whether it is successful by their fancy and glamorous TV advertisement in attracting the attention of customers of both genders television advertising is the most important means of influencing consumer behavior.

The importance of this study is to know the effect of television advertising on consumer buying behavior and thier perception in Tripoli - Libya, especially students of the University of Tripoli . As Arab societies are young societies, they are the most follow-up groups of advertisements in general, and television in particular, and more targeted by companies, agents and marketers.

Hence the importance of study in the following:

- The lack of research and study that deals with the impact of advertisements and television advertisements, especially on young people whether they are females or males.
- Young people spend a long time to following ads, whether they are ads in front of the TV or computer or mobile, and they are affected by these Visual and acoustic ads, and lead to change their behavior.
- The large noticeable increase in the number of television ads and sophisticated in terms of form, content and through which the impact on the behavior of consumption among young people
- Provide information needed for advertisers , researchers, companies and agencies of Libya to design local ads will be more competitive with foreign ads from foreign channels.

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2.Theoritical Framework

Today companies invest advertising huge amounts of their earnings in advertising in different media such as television, radio, magazine and etc. In most countries, the different organization spends yearly a big totality of money for marketing and public relations in direct and indirect form. But unluckily, seeing of the estimate of advertising effectiveness is less and only some organizations and industries evaluate the effectiveness of their advertising (McCarthy, 1968). Philip Kotler defined the declaration as "any manifestation of non-communication personal, to display and promote ideas, goods or services, (Kotler & Keller, 2003) . Effective advertisements are that help the



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advertiser to reach its goals (Doyle & Saunders, 1990). In the most studies in different countries, revealed that TV has the biggest effects on audiences and persuade them to start purchasing processes. TV as an advertising media has three advantages. First, its impact on consumers' gust and perception is pervasive. Second, it can reach a large audience in a cost-effective manner. Third, it is moving images and sound create a strong impact (Ramalingam, Palaniappan, Panchanatham, & Palanivel, 2006).

An organization can explicitly determine the effectiveness of their advertising by introducing some questions such as: Whether the advertising program has been able to managed communication and sales goals and realized them or not? Whether we reached the results that we wanted to have or not? Whether our Tv advertising basically has moved towards its target or not? In fact, Tv advertising program must regularly analyze the sales and communication goals and to see whether advertising has been able to basically communicate with the audience or not (Mohammadian, 2006)?

On the other hand, although empirical evidence in major markets of the world shares a significant relationship between advertisement and sales volume, there is no reliable data and information on the subject in developing countries such as Libya . The absence of this information provides a wide gap and poor understanding on the effectiveness of Tv advertisement on consumer buying behavior. These committals have made organizations and industries to pay more attention to advertising and be worried about the effectiveness of advertising results. Those organizations are successful that they already define and determine their advertising goals and evaluated the extent of reaching goals that this process can be considered as the assessment of advertising effectiveness. Therefore, an advertisement must be effective . It must achieve its goals. In fact, each advertisement can be effective only when its explicit objectives should drive the planning, creation and execution . In this study, we investigated the effects of TV advertisement on buying behavior customers and relationship between TV advertisement, consumer perception.

3. Aim of Study

This study aims to examine the impacts of television advertising of Consumer Buying Behaviour and understand the relationship between TV advertising and consumer buying behavior through focused on Socio-economic factors such as sex, age, education, which whether it is successful in attracting the attention of customers of both genders . Effective advertisement



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influences the attitude towards and leads to purchase intention (Goldsmith & Lafferty, 2002) .

4. Scope and Methodology

The scope of the study is limited to the study of Libyans consumers Adolescents and young people in ages 16 -35 years In 2018 Tripoli University Faculty. Are selected on the basis of Population, age, gender, educational level. The sample of the study was determined by judicial sampling method from random sampling methods. The researcher is to determine the sample mass according to the quality and quantity with the idea that the person can represent the main mass. In this case, how many people and who will be composed of the sample mass is determined according to the request of the researcher (Küçük, 2016: 95-98). data were obtained, developing the hypothesis, testing the hypothesis, applying other statistical tools and interpreting the results. This objective is achieved through the oral interview and discussion with consumer. At the end of the study findings, conclusion and recommendations are summarized.

5. Research Model

Literaturethe hypothesis of the research in the direction of the studies examined was determined, the research model was established as in Figure 1.

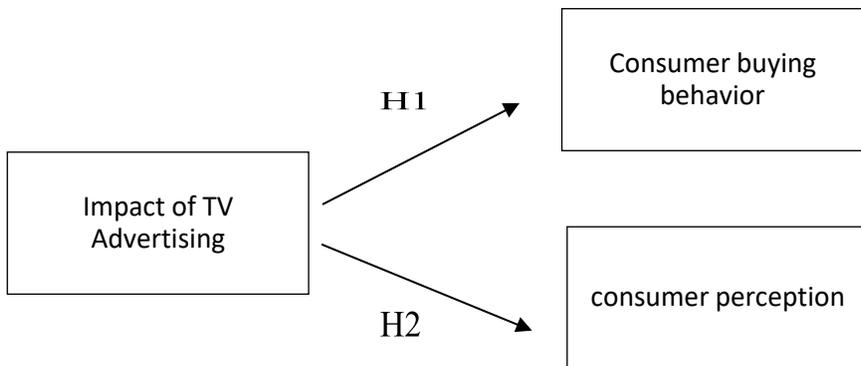


Figure 1. Model of The Study



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Our study have two dependent and one independent variables which are given below:-

Dependent Variable: Consumer's buying Behaviour and consumer perception .

Independent Variable: TV Advertising . We have shown our variables in conceptual Model shown in Figure 1.

6. Hypothesis

A number of studies have been carried out that demonstrate the impact of TV advertising on consumer buyer's behavior and the relationship between advertising and consumer behavior . According to Hoyer and Macinnis (2009) effective advertising creates positive feelings that lead to actual purchase of advertised products. Effective advertisement influences the attitude towards and leads to purchase intention (Goldsmith & Lafferty, 2002) . Ideally, consumers buying behavior is the products purchase decision (Adelaar et al., 2003) . Advertisers are using different techniques to effectively convey commercial messages to create purchase decision. In this direction, the hypothesis is determined as follows:

H1: TV advertising has an Impact statistically on consumer buying behavior

Kumar and Raju (2013) investigated the role of TV Advertising in influencing the attitudinal behavior of both male and female consumers and the influence of advertising between male and female customers. They concluded that the buyers seek the product or brand that yields greater satisfaction and they also might become more responsive to different brand advertisement while seeking information the hypothesis is determined as follows:

H2: TV advertising has an Impact statistically on perception consumer.

7. Data Analysis

The demographic characteristics of the managers participating in the survey are presented in Table 1 below.



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Table 1. Demographic Characteristics of Participants

Demographic Variables	Categories	Frequency	Percent %
Garden	Male	78	58
	Female	72	42
Age (in years)	16-24	39	26
	25-35	63	42
	More than 36	48	32
Education	High school	18	12
	Vocational school or Colleges	27	18
	Under graduate	33	22
	Graduate	72	48
Total		150	100 %

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When Table 1 is examined, it is seen that male participants (58%) are more than female participants. When the age of the participants were examined, it was found that 26% of the participants were under 20 years of age, 42% of them were between 25-35 and 32% were between 31-40 years of age. When the educational status of the participants is examined, it is seen that 20.6% are university graduates, 61.9% are secondary education graduates and 17.5% are primary school graduates.

Mean and standart deviation have been showed Table 2.

Table 2. Mean and Standard Deviation Values of Scales

	N	Mean	Std. Deviation
TV Advertising	150	3,909	,73027
Consumer buying behavior	150	2,876	,84282
Perception consumer	150	3,853	,72955



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When the average values of the variables are examined, it is seen on it. Average values of each variable when the TV Advertising is 3.90; Consumer buying behavior 2,87 and Perception consumer has an average of 3.85. This condition is it can be said that the evaluation is positive. Determine how TV Advertising impact on consumer buying behavior regression analysis was performed.

Reliability analysis was conducted for consumer buying behavior, perception consumer and Tv advertising scales. Accordingly, Cronbach Alpha values consumer buying behavior 0.88, Consumer perception 0.82 and TV advertising 0.91. The scale is highly reliable when $1.00 \geq \alpha \geq 0.80$ (Küçük, 2016). Can be viewed on Table 3.

Table 3. Impact of TV Advertising Factor Analysis

Factors and Variables	factor loads	Eigen value	variance Explanat ion rate (%)	Cron bach's alpha	Mean	KMO
Effect of TV Advertising		2,518	56,534	0,920	3,335	0,916
1. TV advertising provides complete information that assist me in decision making.	.738				3.13	
2. TV advertising contains a lot of excitement and surprises.	.759				3.29	
3. TV advertising promotes awareness on branded goods.	.768				3.51	
4. I consider TV advertising is useful as it promotes the latest products .	.752				3.47	
5. TV advertising able to raise my interest towards the advertised product.	.730				3.44	
6. TV advertising able to generate my purchase intention towards the advertised product.	.735				3.31	

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The analysis extracted a two-factor solution, each with Eigen values above one, which explains 56.534 % of the total variance while the original literature explained 59.64% (Küçük 2016:227-232). This indicates that there could be more factors influencing Consumer buying behavior when more items are generated using the expert opinion. The KMO was 0.916 indicating a meritorious level based on Kaiser and Rice (1974) and the Barlett's test for sphericity was significant ($\chi^2 = 2371.110$, $p = 0.01$). The Measure of Sampling Adequacy was found to be above 0.7 for all 9 items (Hair et al., 2009). Based on the rotated component matrix, out of the 11 items, 2 items were dropped due to cross loading in another component. The reliability coefficient was calculated as 0,920.

Table 4. Consumer Buying Behavior Direction Factor Analysis

Factors and Variables	factor loads	Eigen value	variance Expla nation rate (%)	Cron bach's alpha	Mean	KMO
Consumer buying behavior					3,213	
1- Do you agree that you feel that exposure to TV ads has enhanced your involvement in purchasing?	.735	3,99	53,184	0,839	3.25	0.887
2- Do you agree that you feel TV ads make the purchase of the products easier ?	.729				3.21	
3-Do you agree that you buy the new products you watch on TV ads?	.714				3.24	
4 -Do you agree that you engage in the process of buying TV advertised products?	.687				3.13	
5- Do you agree that you feel your demand for products purchase is influenced by TV ads?	.672				3.16	



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Principal component analysis was used as the extraction method and varimax with kaiser normalization was used as rotation method. the rotation converged in three iterations. items in italics were not used in further analysis due to cross loading

The analysis extracted a two-factor solution, each with Eigen values above one, which explains 53.184% of the total variance while the original literature explained 59.64%. (Küçük 2016:227-232) This indicates that there could be more factors influencing Consumer buying behavior when more items are generated using the expert opinion. The KMO was 0.887 indicating a meritorious level based on Kaiser and Rice (1974) and the Barlett's test for sphericity was significant ($\chi^2 = 2371.110$, $p = 0.01$). The Measure of Sampling Adequacy was found to be above 0.7 for all 5 items (Hair et al., 2009). Based on the rotated component matrix, out of the 9 items, 2 items were dropped due to cross loading in another component.

Table 5. Consumer Perception Factor Analysis

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Factors and Variables	factor loads	Eigen value	variance Explanati on rate (%)	Cron bach's alpha	Mean	KMO
Consumer perception					2,972	
1-Do agree you changed your mind on a product after watching a certain TV advertisement ?	.550	2,518	58,246	0,681	2.83	0.743
2 - Do you believe TV advertising massage	.613				3.00	
3-Do you buy products based solely on TV advertising?	.700				2.75	
4 -TV Advertising is beneficial to consumers because it provides important information about goods and services . To what extent do you 4 with the statement ?	.686				3.28	
5- Do you agree that people become victims of TV advertising by purchasing unnecessary?	.755				2.66	

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In Table 5, an expression factor analysis was conducted to measure Perception consumer. As a result of the analysis, the Kaiser-Meyer-Olkin sampling adequacy factor was found to be 0,743. This value indicates that sampling is sufficient for factor analysis. Factor loadings over 5 factors that constitute customer orientation are found to be over 0.50, and 6 expressions are collected under one dimension and the total variance explanation ratio is 58,246%. The reliability coefficient was calculated as 0,681.

The average responses of respondents to the expressions on the perception consumer scale are high. In this context, it shows that consumer evaluate positively their activities towards in consumption. It has been determined that perception is positively approaching consumer needs and creating consumer value. The relationship between consumer buying behavior, consumer perception consumer and effect of Tv advertising Correlation analysis were done to determine. The result of analysis made The results of the statistics are given in Table 6.

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Tables 6 . Correlation Relation

	Consumer buying	Consumer perception	Impact of TV Advertisement
Consumer buying	1		
Consumer perception	.616**	1	
Impact of TV Advertisement	.916**	.709	1

** . Correlation is significant at the 0.01 level (2-tailed).

When we look at the correlation coefficients, it is seen that there is a positive correlation between P <0.05 significance level among all variables. It is determined that there is a value greater than 0.616 between all variables. Accordingly, it is determined that there is a strong relationship with one of all



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variables. In the direction of the research hypothesis, consumer buying behavior, Consumer perception, and to analyze the relationship between effect TV advertising and the change in each factor is explained by the change in the other two factors Simple linear regression analysis was performed with the aim of revealing. According to this, there is a strong relationship between variables $0.6 < r < 0.8$ it is expressed as a very strong relationship (KÜÇÜK, O, 2014: 175).

Table 7. The Impact TV Advertising On Consumerbuying Behavior

Model	R Square	F	Standardized coefficients Bite	t	Sig.
consumer buying behavior	,677	114,22	,690	18,016	0,00

Table 7 shows that the consumer buying behavior factor is significant and affects the positive direction. $p = 0.0 < 0.05$ and the R^2 value was 0.456 It has been identified. This value is attributed to the effect of TV advertising, consumer buying behavior It is understood. As a result, H2: " There is a impact TV advertising on consumerbuying behavior and effect of "hypothesis has been accepted.

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Table 8. Relationship between the effect of TV advertising and perception consumer

Model	R Square	F	Standardized coefficients Bite	t	Sig.
perception consumer	,603	350,629	,703	18,725	0,00

Table 8 shows that the effect of TV advertising affects perception consumer significantly and positively. $p = 0.00 < 0.05$ and R^2 value was determined as 0.603. It is understood that this value depends on the perception of the consumer and the TV advertising. As a result, H3: "There is a relationship between TV advertising and perception consumer ." Hypothesis is accepted.



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An independent sample T-test was conducted to examine whether the responses to TV advertising, consumer buying behavior, and perception consumer scales differed according to some demographic characteristics of participants.

8. Result

The results of this study show that there is a positive and the impact of TV advertising on consumer buying behavior on students in Tripoli University. The present study has reached up to the following results:

- * In general, television advertisements create awareness, knowledge, interest, and reaction in student about a particular product.
- * And this also influences the buying behaviour of the consumer and build the behaviours of society regarding products .
- * Also observed, student spend a deplorable percentage of their waking hours in front of television sets, or follow TV shows via the Internet and this In extension, television advertisements help the students to make a frame of decisions regarding products.
- * Results show that education, gender, and traditions are an important factor for changing the perception of consumer buying behaviour regarding a particular product in minded consumers.
- * The student to make a frame of decisions regarding products.
- * It is expected that the economy will contribute to management of policies to develop TV Ads .
- * Support the advertising companies to improving the means of advertising in order to be more effective and adopt the marketing strategies to increase market share
- * It will thought to contribute provide information to academicians, researchers and other people related to the subject .

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Students' understanding can be increased by evaluating their perspectives on TV advertisement.

9. Discussion

This study aims to understand the impact of TV advertising and consumer buying behaviour and the relationship between consumer buying behaviour and their perception with reference to FMCGs. A table 7, as the above model-1 that the value of R Square value is .677 which lies within the range 0 to 1 (Küçük 2016: 227).



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It means our demographic variables are controlled. The R square value in model-2 shows that independent variable predicts. 255 variations in dependent variable. It means that the television advertisement has 25.5% effect on consumer buying. Results of ANOVA Shows Significance value which is less than 0.05. Standardized beta shows the relationship between As per given above table 2 of Coefficients, Television Advertisement standardized beta value is . 439 which shows that television advertisement has positive relationship with consumer buying behavior(Anjum, Irum, & Dr. Naheed, 2015).

As a result, H_1 : " There is a impact TV advertising on consumerbuying behavior and effect of "hypothesis has been accepted.

In table 8, as the above model-1 showing that the value of R Square value is .603. It means our demographic variables are controlled. The R square value in model-2 increased and shows that independent variable predicts .548 variations in dependent variable. It means gender has 54.8% effect on the relationship of television advertisement and consumer buying behavior.

Results of ANOVA Shows Significance value which is less than 0.05. As per given above table 4 of Coefficients, television advertisement has positive relationship with consumer buying behavior. Television, as will a medium of advertising a product has more impact on the consumers buying when compared with any other media being used for the same purpose (Ayanwale, Alimi, & Ayanbimipe,2005). It is also observed that emotional response establishes strong association

with the consumer's buying behavior and this emotional attachment is created through television advertisement (Gardner, 1985). will guide us to accept hypothesis

H_2 : There is a relationship between TV advertising and perception consumer

accepted.

10. Suggestions

At the end of the research, it can be done to increase the Effectiveness of television commercials by evaluating the consumer perspectives on life .



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- * Consumer's buying behavior should be continuously observed while preparing the TV advertisement messages/Ads.
- * The TV advertisement messages must be clear so that the common consumers can also understand them.
- * TV Advertisement policy should be designed accordingly geographically, to keep in mind the socio economic status of the consumers.
- * Latest TV advertisement concepts of marketing should be introduced to achieve the maximum goal of the FMCG Companies
- * A creative way of TV advertisement must be adopted to catch the attention of the consumers.
- * The repetition of the TV ads on one type of media may reduce the interest of the viewers and, therefore, TV advertisements should be given on electronic and print media.
- * Awareness and comparison ads will very helpful to catch the attention of the consumers, towards the desired FMCG.
- * Online advertising can capture the attention of the internet users, they can directly order from the online web portal.
- * Social media have a great influence now a days, TV advertisement through social media will be very fruitful to expand the sale of FMCG.
- * Add the multiple functions in the FMCG TV advertisements to catch the maximum interest of the consumers.





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