

The Relationship Between Consumer Perception and Consumer Buying Behavior: A Case Study of Libyan Consumer Buying Behavior

Najma M. Shebli*
Lamin A. Elarbah**

Abstract

The study determined whether there is a significant relationship between consumer perception and purchase behavior on TV advertising among students in Tripoli University.

Purposive non-random sampling was conducted to 150 respondents in three different colleges in the University. By using 5 points Likert scale with cross-sectional data, as a sample, and were analyzed in SPSS 23.0 program. Data were analyzed by using different statistical techniques such as descriptive statistic, Correlation analysis, and ANOVA analysis. has been found out that the respondents' perceptions and their purchase behavior on shopping are both high.

The correlational analysis yielded a highly significant association between their beliefs and behavior at .05 level of significance. It is important for marketers, and entrepreneurs, to consider the fact that students spend more time on the TV adv and that this factor will likely increase the students' shopping behavior.

* Lecturer, Faculty of Economics and Political Science in Tarhona, Libya, najma_m_s@yahoo.com. (orcid: 0000-0002-7110-5657)

** Lecturer, College of Applied Administrative and Financial Sciences Libya, lamen2000@hotmail.com (0000-0002-6041-5326)

The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

Key Words: Consumer buying behavior, consumer perception, Libyan

Jel Code: M31

Tüketici Algısı ve Tüketici Satın alma Davranışı İlişkisi: Libya Tüketicilerinin Satın alma Davranışı Üzerine Bir Çalışma

Özet

Çalışma, Trablus Üniversitesi'ndeki öğrenciler arasında TV reklamcılığında tüketici algısı ile satın alma davranışı arasında anlamlı bir ilişki olup olmadığını belirlemek amacıyla gerçekleştirilmiştir.

Üniversitedeki üç farklı kolejde 150 katılımcıya amaçlı rasgele örnekleme yapılmıştır. 5 puan Likert ölçeği kullanılarak kesitsel veriler, örnek olarak ve SPSS 23.0 programında analiz edilmiştir. Veriler tanımlayıcı istatistik, Korelasyon analizi ve ANOVA analizi gibi farklı istatistiksel teknikler kullanılarak analiz edilmiştir. katılımcıların alışverişe ilişkin algılarının ve alışverişe ilişkin satın alma davranışlarının yüksek olduğu bulunmuştur.

Korelasyon analizi .05 anlamlılık düzeyinde inançları ve davranışları arasında oldukça anlamlı bir ilişki sağlamıştır. Pazarlamacılar ve girişimciler için öğrencilerin TV reklamına daha fazla zaman ayırdıklarını ve bu faktörün muhtemelen öğrencilerin alışveriş davranışlarını artıracakları düşünülmeleri önemlidir.

Anahtar Kelimeler: Tüketici satın alma davranışı, tüketici algısı, Libya

Jel Kodu: M31

1. Introduction

Television is the strongest media of advertisement because due to its mass reach, it can influence not only the individual's attitude, behavior, lifestyle, exposure, and other aspects but even the culture of the country. But the magnitude of TV influence varies from student to student, depending on factors like age, their viewing pattern that includes duration of TV watching, types of programs, and direction provided by the advertising. Total population of Libya is nearly 6,408,742 million. And Total population of Tripoli is nearly 888,117 million and 161,044 are of age group between 17-25 years (Bureau of Statistics and Census Libya, 2012). In Libya, more than twenty five TV channels air over 10,000 advertisements per day through their TV programs.

The main objective of our study is examined the relationship between consumer buying behavior and perception consumer through focused on the students in Tripoli university from the consumer to find out the impact of



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

television advertising. The culture it is which first thing influences the consumer behavior and shapes. Culture builds the strong perceptions of the products in the mind of the customers (Guthrie, Kim, and Jung 2008) . According (Rai 2013) there are several national and international brands which people recognized and have a strong perception in their minds. These perceptions are pinched in their mind because of their culture, lifestyles and surroundings.

2. Teoritical Framework

Information resources include all media products in our world of today, the people are so much attached to the convenient accessibility of technology. The consumer-purchases are mainly based on the many appearance such as pictures, images, quality information, and video clips of the product, ((Tubio et al. 2016).

There are factors that may account for the difference in shopping behavior between consumers from different countries. For example, the consumer trust, and positive affect towards the TV advertising are three factors that can influence purchase intentions of consumers from different countries .

155

No significant difference was found between the consumers in Asia Pacific, Europe, Middle East, North America and South America ,in A survey conducted in 2010 by the Neilson Company has polled over 27,000 internet users in 55 markets from to look at how consumers shopping.

This paper attempts to investigate alter consumers' perception and consumer buying behavior or by watching TV Advrtising. Studies investigating student motivations to purchase products suggest that convenience is a primary factor affecting consumers purchasing decision (Peter, Olson, and Grunert 1999).

Consumer Perception Theory is applies the concept of sensory perception to marketing and advertising, and sensory perception relates to how humans perceive and process sensory stimuli through their five senses. The consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make.



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior
(ss. 153- 168) Shebli and Elarbah

3. Amis of study

This study aims to examine the relationship between perception consumer and consumer buying behavior, which whether it is successful in attracting the attention of customers of both genders. Effective advertisement influences the attitude towards and leads to purchase intention (Lafferty, Goldsmith, and Newell 2002).

4. Scope and Methodology

The scope of the study are Libyans students that over 18 years in Tripoli University, year 2017-2018. Descriptive research design was used in the study. The unit of analyses were the students in the University which involved the students from the three colleges, namely, (1) College of Sciences; (2) College of Engineering; (3) Economy and political science with the use of the to non-random sampling procedures, The questionnaire was sent to 376 persons in the university. We received 150 questionnaires in total from all the four colleges. The questionnaire was composed of three parts: (1) the respondents' profiles socioeconomic profiles; (2) their consumer perception; and (3) purchase behavior.

To examined the consumer perception and purchase behavior, a five-point Likert scale was used ranging from strongly disagree (1 point) to strongly agree (5 points). Reliability statistics yielded a Cronbach's alpha of 0.83 for the questionnaires. This ensured that the questionnaires are fit for the purpose of this study The gathered information was coded and analyzed using the following statistical tools: (1) descriptive statistical measures such as means and standard deviation; and (2) ANOVA analysis.

5. Research Model

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

Research is a screening model. The survey study tried to determine the Relationship between consumer buying behavior and perception consumer. The proposed model states that a positive relationship exists between consumer buying behavior and perception consumer.

Figure presents the study's model. We have shown our variables in conceptual Model shown in Figure 1.



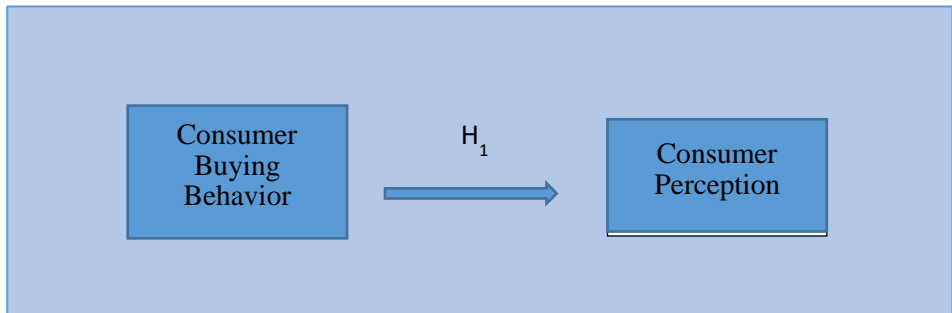


Figure 1. Model of The Study

6. Hypothesis

According to (Rehman et al. 2014), effective advertising creates positive feelings that lead to the actual purchase of advertised products. Ideally, consumers buying behavior is the products purchase decision (Rehman et al. 2014). Advertisers are using different techniques to effectively convey commercial messages to create purchase decision. Greater television viewership is associated with more requests for advertised products (Kumar Bishnoi and Sharma 2009).

The most affecting theory in marketing and advertising research is an attitude-towards-the advertisement. According to(Rai 2013), there are several national and international brands which people recognized and have a strong perception in their minds. These perceptions are pinched in their mind because of their culture, lifestyles and surroundings. By keeping in view the above-mentioned arguments, following is the hypothesis of this study regarding consumer perception

H_1 : Consumer perception has a significant relationship with consumer buying behavior.

7.Data Analysis

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



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

Table 1. Demographic Characteristics of Participants

Demographic Variables	Categories	Frequency	Percent %
Gender	Male	78	58
	Female	72	42
Age (in years)	16-24	63	76
	25-30	39	26
Education	Under graduate	126	84
	Graduate	24	16
Total		150	100 %

Table 1 is examined, it focuses in student in university it is seen that male participants (58%) are more than female participants. When the age of the participants were examined, it was found that 76% of the participants were under 24 years of age, and 24% of them were between 25-35. When the educational status of the participants is examined, it is seen that 84% are university under graduates, 16 % are Graduate.

158

Reliability analysis was conducted for consumer buying behavior , perception consumer and Tv advertising scales. Accordingly, Cronbach Alpha values consumer buying behavior 0.84, and Consumer perception 0.72 . The scale is highly reliable when $1.00 \geq \alpha \geq 0.80$ (Küçük 2016).

Table 2. Mean and Standard Deviation Values of Scales

	N	Mean	Std. Deviation
Consumer buying behavior	150	3,876	,8548
Perception consumer	150	3,853	,72955
Valid N (listwise)	150		

When the average values of the variables are examined, it is seen on it. Average values of each variable when the Consumer buying behavior 3,876 and



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

Perception consumer has an average of 3.85.

Table 3. Consumer Buying Behavior Direction Factor Analysis

Factors and Variables	factor loads	Eigen value	variance Explanation rate (%)	Cronbach's alpha	Mean	KMO
Consumer buying behavior		3,994			3,213	
1- Do you agree that you feel that exposure to TV ads has enhanced your involvement in purchasing?	.735		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	

This condition is It can be said that the evaluation is positive. The mean value and median value also reflects the difference regarding the relationship



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

between consumer buying behavior and consumer perception.

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

Tablo 4. shows consumer perception factor analysis.

In Table 4, 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 Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

Table 4. Consumer Perception Factor Analysis

Factors and Variables	factor loads	Eigen value	variance Explanation rate (%)	Cronbach's alpha	Mean	KMO
Consumer perception	.550	2,515	58,246	0,681	2,972	0.743
1- Do agree you changed your mind on a product after watching a certain TV advertisement ?	.613				2.83	
2 - Do you believe TV advertising massage	.700				3.00	
3- Do you buy products based solely on TV advertising?	.686				2.75	
4 - TV Advertising is beneficial to consumers because it provides important information about goods and services. To what extent do you agree with the statement?	.755				3.28	
5- Do you agree that people become victims of TV advertising by purchasing unnecessary?					2.66	

The average responses of respondents to the expressions on the perception consumer scale are high. In this context, it shows that consumer evaluate



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

positively their activities towards in consumption. It has been determined that perception is positively approaching consumer needs and creating consumer value.

The result of corelation analysis made The results of the statistics are given in Table 5.

Tables 5. 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).

The relationship between consumer buying behavior, consumer perception consumer and effect of Tv advertising Correlation analysis were done to determine.

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 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 2014: 175)



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

Table 6. The Impact between consumer buying behavior and perception consumer

Model	R Square	F	Standardized coefficients Bite	t	Sig.
consumer buying behavior	,677	228,056	,856	15,102	0,00

Table 6 examined, it has been determined that consumer buying behavior factor, perception consumer is significant and positively influenced. $p = 0.00 < 0.05$ and R^2 value was determined as ,677 . It is understood that the value of the perception consumer, and that the activities depends on the cosumer buying behavior.

As a result, the hypothesis **H1: "There is a relationship between consumer buying behavior and perception consumer" has been accepted.**

8. Results

The results of this study show that there is a positive and the relationship between consumer perception and purchase behavior Through the effect TV advertising on students in Tripoli University. The present study has reached up to the following results:

(1) In general, television advertisements create awareness, knowledge, interest, and reaction in student about a particular product.

(2) And this also influences the buying behaviour of the consumer and build the behaviours of society regarding products.

(3) 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.

(4) 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.

(5) The student to make a frame of decisions regarding products.



9. Discussion

The study determined whether there is a significant relationship between consumer perception and purchase behavior Through the effect TV advertising on students in Tripoli University, 2 different scales were used. According to the findings of the study, female participants (58 %) they are more than the participants. Looking at the age of participants 76.0% of the highest value consists of young people between thages of 24 and younger detected.

Considering the educational status of the participants, the ratio of under graduate (They still study) is 84.0%. When the scales of the study were evaluated, consumer buying behavior (X = 3,876) is perceived as high. On the other hand, perceptions of consumer (X = 3,853) It is high. In this study was a result of the SPSS analysis, the KMO was 0,887 high than 0.80. This value reference that is very good. Also, the mean value was M = 3,856, which scored higher than 3.00 that is mean that the level of evaluation of the sample members for the relationship between Consumer buying behavior and Perception consumer was a high degree that from point of view of participant's. and Eigenvalue was 3,999 and factor loads were above 0.40, the scale was also found to be reliable and the Croanbach Alpha value was 0,839.in table 5 the pearson correlation coefficient, it is seen that there is a positive correlation betweenConsumer perception and Consumer buying behavior (P = .000 < .01) significance level among all variables. It is determined that there is a value greater than 0.616 between all variables.

As per the results from the above table we analyzed that The coefficient of determination r^2 (R square) 0.677 that indicated a strong positive linear relation between the consumer's buying behavior with their perception. which lies within the range 0 to 1 (Küçük 2016:227). As a result of this analysis, a significant and positive relationship was found between all the variables in the research model. The strongest relationship, Consumer buying behavior and thier Perception factors ($\beta = , 856$). In generally the media have an influence on the consumer's mind and buying behavior it's said by (Ghafoor, Dean, and Ismail 2016) who proved that, this kind of behavior have found simultaneously with different age level people, whether they belong to the old age, middle age, teen age and even in the university age said by the (Bashir



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

and Malik 2009). The results were also signified by (Wilkie 1994) who said that dominance of an advertisement provide the awareness about prices, characteristics, quality, ingredients and many more things due to this usually consumers has move towards economic products.

10. Suggestions

In the light of our empirical results we want to make the following recommendations:-

* Consumer's buying behavior should be continuously observed while preparing the TV advertisement messages/Ads.

* Awareness and comparison TV ads will very helpful to catch the attention of the students.

* Businesses should use new methods and ideas in TV advertising development, online advertising can capture the attention of the internet users.

* Social media have a great influence now a days, advertisement through social media will be very fruitful to expand more than TV adverting



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior
(ss. 153- 168) Shebli and Elarbah

References


- Bashir, Aneeza, And Najma I Malik. (2009). "Effects of Advertisement on Consumer Behavior of University Students", In Proceedings. Vol. 2.
- Batra, R, J G Myers, And D. A. Aaker. (1995). "Group Influence and Word-of-Mouth Advertising", Advertising Management, 345–63.
- Ganeshasundaram, Raguragavan, And Nadine Henley. (2009). "Reality Television (Supernanny): A Social Marketing 'Place' Strategy", Journal of Consumer Marketing 26 (5). Emerald Group Publishing Limited:311–19.
- Ghafoor, Abdul, Awan Dean, And Muhammad Ismail. (2016). "Effects of Advertisement on Consumer's Buying Behaviour With References To Fmcgs In Southern Punjab-Pakistan", Journal of Marketing and Consumer Research Journal 19, 22–30.
- Guthrie, Michelle, Hye-Shin Kim, And Jaehee Jung. (2008). "The Effects of Facial Image And Cosmetic Usage on Perceptions of Brand Personality", Journal of Fashion Marketing and Management: An International Journal 12 (2). Emerald Group Publishing Limited:164–81.
- Küçük, Orhan. (2016) Bilimsel Araştırma Yöntemleri, Ekin Yayınları, Bursa.
- Küçük, Orhan, (2016) Perakende Pazarlama Yöntemi, Sonçağ Yayın, Ankara.
- Küçük Orhan, (2002) "Tüketici Satınalma Davranışında Ambalajın Rolü: Bayburt Meslek Yüksekokulu'nda Bir Uygulama", *Pazarlama Dünyası*, Yıl: 16, Sayı: 2002-2, ss. 24-31.
- Kumar Bishnoi, Vinod, And Ruchi Sharma. (2009). "The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers." Jk Journal of Management & Technology Issn 1 (1):975–924. [Http://www.ripublishation.com/jkjmt.htm](http://www.ripublishation.com/jkjmt.htm).
- Lafferty, Barbara A, Ronald E Goldsmith, And Stephen J. Newell. (2002). "The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes And Purchase Intentions", Journal of Marketing Theory and Practice 10 (3). Taylor & Francis:1–11.
- Mccarthy, Edmund Jerome, and William D Perreault. (2000). Applications In Basic Marketing. Irwin.



The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

- Mcguire, William J, R E Rice, And C K Atkin. (2001). "Input and Output Variables Currently Promising For Constructing Persuasive Communications", *Public Communication Campaigns* 3, 22–48.
- Mcwilliams, Edward G, And John L Crompton. (1997). "An Expanded Framework For Measuring The Effectiveness of Destination Advertising", *Tourism Management* 18 (3). Elsevier, 127–37.
- Nylen, David W. (1986). *Advertising: Planning, Implementation & Control*. Thomson South-Western.
- Patsioura, Fotini, Maro Vlachopoulou, And Vicky Manthou. (2009). "A New Advertising Effectiveness Model for Corporate Advertising Web Sites: A Relationship Marketing Approach", *Benchmarking: An International Journal* 16 (3). Emerald Group Publishing Limited, 372–86.
- Peter, J Paul, Jerry C. Olson, And Klaus G. Grunert. (1999). *Consumer Behaviour and Marketing Strategy*. Mcgraw-Hill London.
- Priya, Pankaj, Rajat Kanti Baisya, and Seema Sharma. (2010). "Television Advertisements And Children's Buying Behaviour", *Marketing Intelligence & Planning* 28 (2). Emerald Group Publishing.
- Rai, Naveen. (2013). "Impact of Advertising on Consumer Behaviour and Attitude With Reference to Consumer Durables." *International Journal of Management Research And Business Strategy* 2 (2):74–79.
- Rehman, Fazal Ur, Tariq Nawaz, Aminullah Khan, And Shabir Hyder. (2014). "How Advertising Affects The Buying Behavior of Consumers In Rural Areas: A Case of Pakistan", *Academic Research International* 5 (4):405–12. www.Savap.Org.Pk%5cnwww.Journals.Savap.Org.Pk.
- Tubio, Earl Michael A, Jeanne B Altaque, Katrina V. Lucero, Rudynna Grace C Tagam, Li Fini Rae E Toling, Mary Grace C Veri, and Ray Butch Mahinay. (2016). "Consumer Perception and Purchase Behavior on Online Shopping Among Students In Mindanao University of Science and Technology."
- Vaughn, Richard. (1986). "How Advertising Works: A Planning Model Revisited." *Journal of Advertising Research* 26 (1): 57–66.
- Wilkie, W L. 1994. "Consumer Behavior (3rd. Eds.)." New York: John Wiley and





The Relationship Between Consumer Buying Behavior and Consumer Perception: A Case Study of Libyan Consumer Buying Behavior (ss. 153- 168) Shebli and Elarbah

Sons, Inc.

Woodside, Arch G. 1990. "Measuring Advertising Effectiveness in Destination Marketing Strategies", *Journal of Travel Research* 29 (2), pp: 3–8.

