

## **Impact of Advertisement on Behaviour Of Children As Consumers**

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**ABSTRACT:-**Product marketing and advertising has been targeting children as consumer as they have been thinking that children having peers influence on their buying behaviors. In this study, we are addressing the problems most of people living in Pakistan are focusing on i.e. income of family that pressurizes the children not to buy things that belongs to classes other than them and that while buying parents have to keep in mind the budget of whole month, but in the presence of Peer Influence is seems to be lesser studies in our context. Children have been a primary focus as they significant affect the purchasing behaviors of the families.

Our target population of this study is children from 5 to 15 years of age. In his paper, we studied the behavior of children changing as the companies change or upgrade their advertisement, practices hence enforcing children to buy whatever they advertise or market, in presence of Peer influences on their behaviour toward buying a product.

Findings revealed that as the children are immature and do not understand the marketing approach of companies for their products, so, they go for things that has been advertised and influenced by their Peers.

**Key Words:** Consumer, Peer Influence, Marketing, Product Advertisement.

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### **I. Introduction**

Purpose of this study is to explore impact of product marketing on behavior of children, the social and economic issues of current environment suggest that people rather of their choices, desires and needs are compelled to buy something that costs them least as they have to let go one for other.

However, the earlier studies revealed the finding that lower and middle class have to go under different circumstances as their target of complexity, hence influencing the buying's of their children as parents know that they have to manage their budget of the whole family. Another factor is terrorism i.e. one of the factor considering purchase and buying intention. Researchers suggested in earlier studies that buying power of parents have to be considered while studying the behavior of children as buyers because children partially or wholly depend on their parents when it comes to financial exchanges.

The researchers studying in U.S. economy says that in U.S. companies are promoting the sales of goods and services to consumers both adult and children, addressing product marketing as a recent trend and tool to increase their sale because children usually forces their parents to buy their choices, which in return increases the turn-over of the company not considering the pocket of parents, who usually stay bare pocket at the end of month. Also, children grown-up in sophisticated marketing environment always seek for change and their preferences change as they watch or hear advertisements that contain product or services of their choice.

### **II. Objective Of Study**

The objectives of study are:

- To assess the change in buying behavior of children living in Pakistan.
- As the company advertise and market their product whether that has a direct impact or relation on buying behavior of the children.
- To explore peer's influence on the buying behavior of child as consumer

### **III. Literature Review**

Researches on children advertising literacy rely on frame works established by developmental psychology. In the development changes children undergo socio-cognitive and in sequence processing capabilities are thought to explain many of the developments observed in theory advertising knowledge and understanding (John, 2001; Palmer, Cantor, Dorrick, Kunkel, Linn, & Wilcox, 2004; Gunter, 2005). Most studies inspired by Piaget's (1998), endorse the importance of the "theory of cognitive development" (Wykes &

Reeder, 2006), although other theoretical approaches also been used, including theories of information processing, social prospects (Datta, Selman, Kwok, Tang, & Khan, 2008).

“Based on approaches three developmental phases can be distinguished; early childhood (younger than 5 years old), middle childhood (6 to 9 years) and late childhood (10 to 12 years). Within each phase, children accumulate socio-cognitive and information-processing skills that positively affect the development of specific components of advertising literacy”(Rozendaal, Buijzen, & Valkenburg, Comparing children's and adults' cognitive advertising competences in the Netherlands, 2010). Empirical studies have shown, by the age of 5, about 3 quarters of children can recognize advertising but only based on perpetual features (Mostafa, 2008).

Children enter the phase that they develop intend for advertising understanding for persuasive intend for advertising that is intend to influence purchase behavior by changing consumer's attitudes and cognitions (Rozendaal, Buijzen, & Valkenburg, 2011). Mosses and Baldwin (2004) have argued the understanding persuasive intend involves appropriation of second order mental stage (Moses L. B., 2004). In most studies the researchers found the positive relation among marketing, communication (T.V, radio, games, D.V.D.) and change in consumer behavior as children (Rozendaal, Oprea, & Buijzen, 2016).

For example, Linda Sharp Paine (2011), in her research argued that as the companies have been advertising ethically to children this has helped in increasing their sales and promotion of their product simultaneously only to get out profitable revenues as a result that shows advertising positively significances behavior of U.S children.

Moore and Rideout (2007) discussed in their empirical study that change in behavior is due to media environment and child direct marketing is focusing on advertisement of unhealthy foods that shown increase in sale as children aggress to buy them after watching advertisement (Moore & Rideout, 2007).

Moreover, similar results have been found by Muhammad (2010) of International Islamic University, Islamabad Pakistan that company's product information negatively affects the behavior of children however advertisement through different channels lead to positive behavioral change in eye of child (consumer) hence showing direct relationship (Islam, 2013; Saeed, 2013).

Similarly, Bandina Sramova (2014) of Comenius University in Bratislava, Slovak Republic found that by focusing on marketing where children are preferred, companies helped themselves in increasing their sales. Further studies on children as consumers have suggested that kids are being increasingly influenced by advertising that goes against what parents are trying to do as illustrated by (Willis & Schor, 2012).

Peers play a vital role in any community, with respect to academic, behaviors and attitude towards schools, peers are found to exert extra ordinary pressure on each other, while constituting adolescent a world of their own language manners traditions and customs (Gara & Davis, 2006).

Among secondary school students, peers influence on their attitudes could be supportive relevant to formal organization's norms as far as academic achievements are concerned." The more cohesive with the peer groups, the greater influence on its members" (Dougherty & Hammacle, 1990). Researchers suggested that peers could not be positive or negative by inheritance, they could either be good or bad (Farmer, 2010).

Peers could offer one emotional benefit for example support, Love, affection from friends. Few intelligent friends could ever help them academically as well as socially (Black, 2002). The influence of peer impact higher, as we have more interaction with them, it can also be helpful for a child in his positive development (Gara & Davis, 2006).

Studies by (Zafar, 2010), shows that advertisements are doing to our children tell that advertisements have been negatively influencing the behavior of child as being less experienced and knowledgeable.

Advertising give support in the development of consumer self-image (1999) and product meaning, Friedman and Zimmer (1998) with most of the consumers paying valuable dollars for branded clothing which featuring logos, slogans and other corporate design (Usman, Ilyas, Hussain, & Qureshi, 2010; Ansari, 2014). Advertising helps consumer in developing their own identity and style, which in return will create positive image of advertising but according to Mittal (2003), consuming generally do not believe generally do not believe advertising reflects their image (Percy, Elliott, & Rosenbaum-Elliott, 2016).

Some of the critics have also been claimed that consumers reflect positively to advertising and reward a particular advertisement with purchases if adverting message are similar with core cultural values of that country (Zhang & Gelb, 1996; Varman & Belk, 2009) and some more persuasive than those that ignore them (Kalliny & Gentry, 2007).

#### **IV. Research Gap**

Some earlier studies regarding the behavior of children as consumer shows mixed results as far as studies are concerned in Pakistani context. There are many variables which could be kept in mind for that purpose which has not been considered focusing children living in Pakistan.

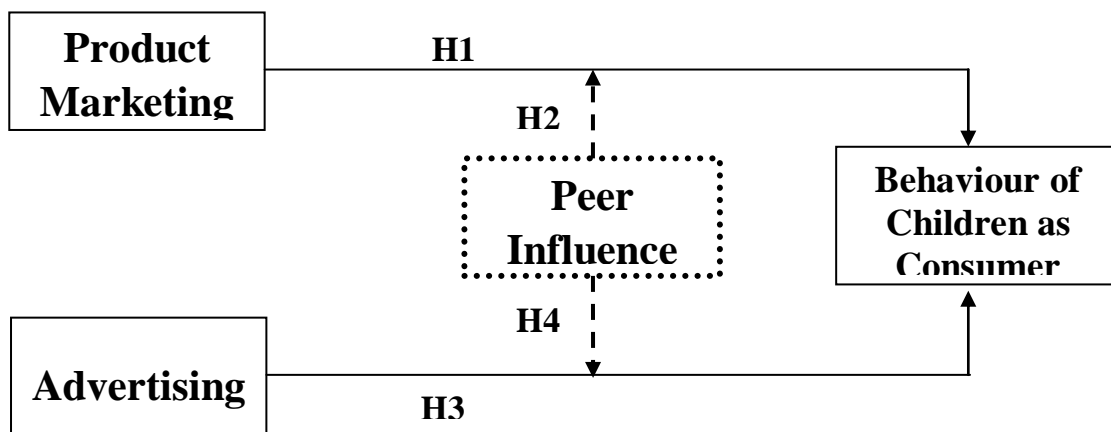
**V. Theoretical Framework**

In our study we took product marketing and Advertisement as independent variables whereas the behaviors of child consumer as a dependent variable keeping the Peer Influence as moderating variable.

**VI. Theoretical Frame Work And Hypothesis**

This study attempts to assess the effect of advertisement of product on behavior of children as consumer living in Lahore, Pakistan. There is a positive relationship between product advertising on behavior of a child as consumer. Also, evaluated the moderating effect of Peer Influence on relationship between Product Marketing and Advertisement as Independent Variables and Behaviour of Child as consumer as Dependent Variable.

**VII. Developing The Hypothesis**



**Figure 1: Theoretical Model**

Four hypotheses developed on bases of prior studies. Figure 1: *Theoretical Model*

**H1:** Product marketing has direct relationship with behavior of child as consumers.

**Ho:** Product marketing has not direct relationship with behavior of child as consumers.

**H2:** Peer Influence moderate the relationship between Product marketing and behavior of child as consumer.

**Ho:** Peer Influence does not moderate the relationship between Product marketing and behavior of child as consumer.

**H3:** Advertising has direct relationship with behavior of child as consumers.

**Ho:** Advertising has not direct relationship with behavior of child as consumers.

**H4:** Peer Influence Moderates the relationship between Advertising and behavior of child as consumers.

**Ho:** Peer Influence did not Moderates the relationship between Advertising and behavior of child as consumers.

**VIII. Methodology**

**Data Collection**

They study evaluates the effect of Product Marketing and Advertisement on behavior of children in presence of Peer Influence as moderating considering them the consumers while keeping the income of parents of family in focus. The study is conducted with the help of questionnaire with 19 questions with in and is arranged in 2016. The children were asked to simply answer few questions by using 5 points Likert Scale.

The target segment aging from 5 to 15 years. These were our target segment and number of respondents was 100. Our questionnaire was based on two independent variables, one Moderating Variable and one dependent variable. After formation of brief questionnaire, we distribute around 100 questionnaires and make them filled with our respondents and get 89 questionnaires back, and use full questionnaire was 81, then check the reliability of questionnaire. The reliability found to be 0.919, which is greater than 0.7 as evaluated value is good and it proved the reliability of questionnaire (Joseph F. Hair, 2014).

**Data Analysis Method:**

We use SPSS to check the statistical analysis of data. Use Reliability analysis technique to check Cronbach's Alpha Value. Also use PLS-SEM to statically analyze and testing model fit and Hypothesis acceptance or rejection

**1- Checking Convergent and Discriminant Validity to check measurement model**

**a- Convergent Validity Outer Loading**

	Advertisement	Behaviour of Child as Consumer	Moderating Effect 1	Moderating Effect 2	Peer Influence	Product Marketing
Ad1	0.682					
Ad2	0.813					
Ad3	0.812					
Ad4	0.724					
Ad5	0.621					
Ad6	0.799					
Advertisement * Peer Influence				1.000		
BOC1		0.744				
BOC2		0.841				
BOC3		0.790				
BOC4		0.762				
PI1					0.668	
PI2					0.759	
PI3					0.755	
PI4					0.715	
PI5					0.752	
PI6					0.758	
PM1						0.809
PM2						0.789
PM3						0.612
Product Marketing * Peer Influence			1.000			

**Table 1**

Convergent Validity is the degree in which all multiple items of model are used to measure at a same concept (Surienty, Ramayah, Lo, & Tarmizi, 2014). For this we see outer loading shown in **Table 1**. The threshold value for this should be greater than 0.6 (Joseph F. Hair, 2014). All our values met the threshold criteria so each indicator use for data collection is valid.

**Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
Advertisement	0.556
Behaviour of Child as Consumer	0.616
Moderating Effect 1	1.000
Moderating Effect 2	1.000
Peer Influence	0.541
Product Marketing	0.551

**Table 2**

AVE is the degrees which shows actuality or support the convergent validity (Wah Yap, Ramayah, & Nushazelin Wan Shahidan, 2012). As per Joseph et al. 2014 AVE value should be greater than 0.5, hence all the

values in **Table 2** shows good Average for AVE which shows goodness of convergent validity.

**b- Discriminant Validity Fornell-Larcker Criterion**

	Advertisement	Behaviour of Child as Consumer	Moderating Effect 1	Moderating Effect 2	Peer Influence	Product Marketing
Advertisement	<b>0.745</b>					
Behaviour of Child as Consumer	0.528	<b>0.785</b>				
Moderating Effect 1	0.009	-0.008	1.000			
Moderating Effect 2	0.076	-0.187	<b>0.651</b>	1.000		
Peer Influence	0.744	0.699	0.057	-0.064	<b>0.735</b>	
Product Marketing	0.651	0.566	0.041	0.010	0.703	0.742

**Table 3**

Discriminant validity shows distinct concepts of items and their constructs (Surienty, Ramayah, Lo, & Tarmizi, 2014). Its value should be greater than 0.6 so values in **Table 3** which are greater than 0.6 shows valid results, but values which contain negative shows the reverse results.

**Cross Loading**

	Advertisement	Behaviour of Child as Consumer	Moderating Effect 1	Moderating Effect 2	Peer Influence	Product Marketing
Ad1	<b>0.682</b>	0.355	-0.066	0.057	0.507	0.348
Ad2	<b>0.813</b>	0.482	-0.088	-0.072	0.627	0.475
Ad3	<b>0.812</b>	0.437	0.066	0.088	0.645	0.568
Ad4	<b>0.724</b>	0.390	0.047	-0.017	0.506	0.458
Ad5	<b>0.621</b>	0.226	0.144	0.183	0.329	0.368
Ad6	<b>0.799</b>	0.405	-0.001	0.116	0.629	0.663
Advertisement * Peer Influence	0.076	-0.187	0.546	0.800	-0.064	0.010
BOC1	0.429	<b>0.744</b>	0.021	-0.099	0.528	0.373
BOC2	0.472	<b>0.841</b>	-0.038	-0.103	0.625	0.480
BOC3	0.387	<b>0.790</b>	-0.038	-0.142	0.509	0.382
BOC4	0.365	<b>0.762</b>	0.037	-0.130	0.522	0.531
PI1	0.583	0.616	-0.027	-0.081	<b>0.668</b>	0.501
PI2	0.509	0.534	-0.043	-0.102	<b>0.759</b>	0.531
PI3	0.554	0.540	0.038	-0.046	<b>0.755</b>	0.635
PI4	0.583	0.413	0.086	0.060	<b>0.715</b>	0.345
PI5	0.488	0.449	0.118	0.041	<b>0.752</b>	0.466
PI6	0.546	0.467	0.078	-0.058	<b>0.758</b>	0.574
PM1	0.626	0.473	-0.017	0.008	0.614	<b>0.809</b>
PM2	0.488	0.472	0.075	-0.067	0.583	<b>0.789</b>
PM3	0.276	0.277	0.017	0.127	0.306	<b>0.612</b>
Product Marketing * Peer Influence	0.009	-0.008	0.839	0.521	0.057	0.041

**Table 4**

Cross Loading is basically used to show that the loading value of one indicator is maximum with its own construct and lesser with other constructs or variables (Joseph F. Hair, 2014). Upper **Table 4** shows that values of indicators are up to the mark with its own construct and lesser with others.

**Composite Reliability and Cronbach’s**

	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>
<b>Advertisement</b>	0.881	0.840
<b>Behaviour of Child as Consumer</b>	0.865	0.792
<b>Moderating Effect 1</b>	1.000	1.000
<b>Moderating Effect 2</b>	1.000	1.000
<b>Peer Influence</b>	0.876	0.831
<b>Product Marketing</b>	0.784	0.599

**Table 5**

Composite reliability and Cronbach’s Alpha value has been used to show reliability of constructs. Its value should be greater than 0.7 (Joseph F. Hair, 2014), in our research value of all variable are meeting the threshold value except one value of Product Marketing but Composite reliability shows reliable results for that as well **Table 5**.

**Measuring the Model Fit:**

**Standardized Root Mean Square Residual (SRMR)**

<b>SRMR Composite Model</b>	
	0.077

**Table 6**

Standardized Root Mean Square Residual defined as “the difference between the observed correlation and predicted correlation of the variables or constructs” (Jörg Henseler, 2006). So SRMR allows measuring the average degree of the differences between observed and expected correlations as an absolute measure of model fit criterion. Its value should be less than 0.10 which consider a good fit value (Hu & Bentler, 1999). In our research value is 0.077 which is lesser than threshold value so this shows goodness of fit of our model (**Table 6**).

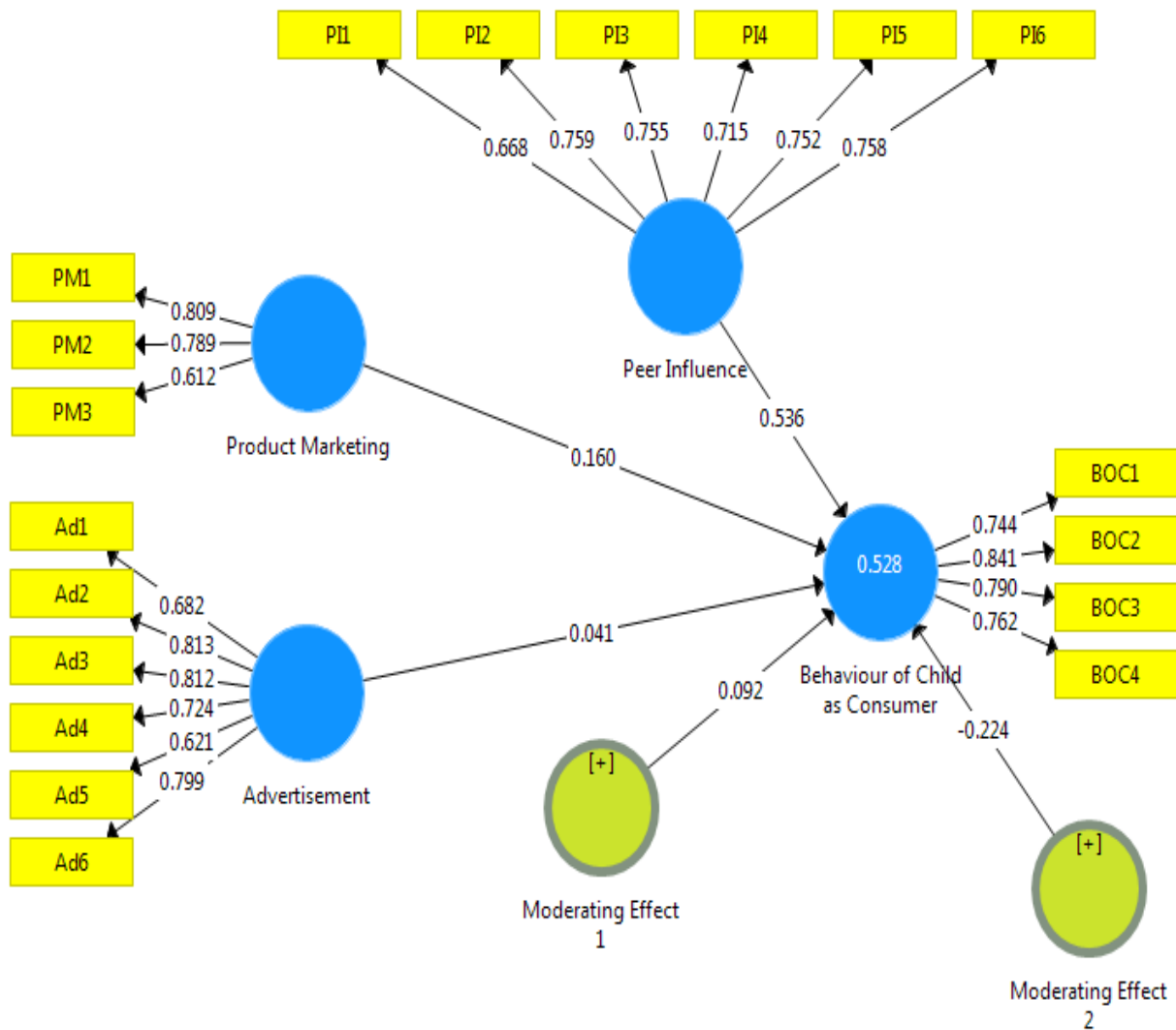
**R Square (R<sup>2</sup>)**

	<b>R Square</b>
<b>Behaviour of Child as Consumer</b>	0.497

**Table 7**

R Square tells that how well the partial least square regression model predicts our data set. This basically shows the goodness of fit of model. Its value should be greater than 0.3. In our research values of R square for dependent variable is 0.497 **Table 7** which is higher than the threshold value, which shows goodness of model

**2- PLS-SEM Check Structural Model**



**Figure 2**

Here the relationship between all variables and moderation impacts are represented in above given **Figure 2**. The relationship between variables shown in the inner model, and factor loading values of each indicator shown in outer model. So for relationship between Product Marketing and Behaviour of child as consumer is 0.160 which means by one unit increase in Product Marketing it will positively affect Behaviour of child as consumer by 0.160 points, or by 100% increase in Product Marketing, it will increase Behaviour of child as consumer by 16%. Similarly value between Advertisement and Behaviour of child as consumer is 0.041 which shows weak but positive relation that one unit increase in Advertisement, it will increase Behaviour of child as consumer by 0.041 points.

Now coming toward Moderating effect of Peer Influence, Moderation 1 shows the moderating effect of Peer Influence on the relationship of Product Marketing and Behaviour of child as consumer have positive impact but lower by the value of 0.092, and impact of moderation between advertisement and Behaviour of child as consumer shows negative impact by the value of 0.224. So we can say that in case of Advertisement moderation has negative influence.

**3- PLS-SEM Path Analysis**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Product Marketing -> Behaviour of Child as Consumer (H1)	0.16	0.154	0.098	1.634	0.103
Moderating Effect 1 -> Behaviour of Child as Consumer (H2)	0.092	0.094	0.086	1.063	0.288
Advertisement -> Behaviour of Child as Consumer (H3)	0.041	0.048	0.135	0.303	0.762
Moderating Effect 2 -> Behaviour of Child as Consumer (H4)	-0.224	-0.215	0.1	<b>2.24</b>	<b>0.026</b>
Peer Influence -> Behaviour of Child as Consumer	0.536	0.548	0.134	<b>3.991</b>	<b>0.00</b>

Table 8

Upper Table 8 shows results of path analysis by showing T Statistics and P-values which will be used to accept or reject the hypothesis. According to (Joseph et al. 2014) T-Statistics should be greater than 1.96, here in our research value of impact of Product Marketing on Behaviour of Child as consumer is 1.634 which is not good to support H1, moderation effect of Peer influence on relationship between Product Marketing and Behaviour of Child as consumer value is also insignificant with value of 1.063. Value of direct effect of Advertisement on Behaviour of Child as consumer is 0.303 and moderation effect of Peer Influence showing positive value 2.24 which is greater than threshold value this give support to our H4. Now coming toward P value (Probability Value) it should be lesser than 0.05 (Joseph et al. 2014). In our research value of H4 showing significant value which is 0.026, so this also gives support to our H4.

**IX. Findings**

PLS-SEM test results shows the T-Value of impact of Product Marketing on Behaviour of Child as consumer is 1.634 which is lesser than 1.96 and P value is 0.103 which is greater than 0.05, both values are insignificant values (Joseph F. Hair, 2014). So we reject **H1** and accept alternative hypothesis **H0**.

Second Path shows the moderating impact of Peer Influence on the relationship between Product Marketing and Behaviour of Child as consumer, its T-Value and P values are also insignificant so we can say that there is no moderating effect exists in our research. On this base we reject **H2** and accept alternative hypothesis **H0**.

Coming toward our second Variable Advertisement its impact on Behaviour of Child as consumer its T-value and P- Values are 0.303 and 0.762, both values did not met the criteria so on the bases of these values we reject **H3** and accept alternative hypothesis **H0**.

Our last hypothesis is to check the moderating effect of peer influence on the relationship between advertisement and Behaviour of Child as consumer. Its T value is 2.24 and P value is 0.026, in this both values are good and meet the criteria of Joseph et al. 2014, so here we accept **H4** and reject the alternative hypothesis **H0**.

**X. Conclusion**

Research basically conducted to check the behaviour of child as consumer on Product Marketing and Advertisement, by using a moderating effect of Peer influence between all three variables relationship. The study was conducted in context of Pakistan by using a questionnaire with 19 questions regards to all variables. 100 questionnaires were distributed and after filtering we get 81 useful questionnaires.

According to our respondents Peer influence did not have any impact on relationship between Product Marketing and Behaviour or child as consumer. Reason behind is that children did not consider marketing concept so peers have not impact on marketing side. When we come toward advertisement then peer have significant influence on the relationship. Because children more discuss adds which they seen, with their peers then this discussion leads toward buying behaviour.



## **XI. Limitations And Future Research**

Every research has some limitations. Due to law of nature that no one is perfect here. This study also has some limitations but these limitations can provide a direction for future research.

- Due to shortage of time and cost data was not collected so widely, so its generalizability may be less.
- Child as respondents can create some hurdle and biasness.
- Peer influence as moderation and did not check the direct impact of Peer influence on behaviour of child as consumer, so further researchers can use Peer Influence also as an independent variable.

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