

# The Impact of Unethical Advertisements on Women Buying Behavior in Pakistan

Nimrah Azhar\*, Faiza Maqbool Shah\*\*

\* Business Administration Department, Jinnah University for Women

\*\* Business Administration Department, Jinnah University for Women

**Abstract-** Advertising is very necessary for a product because this is the way of creating awareness about the product to its customers. Companies usually do unethical advertisements. Unethical advertisements are the advertisements which show false claims, misleading and deceptive practices to manipulate the consumers to buy the unnecessary products. The research shows the impact of unethical advertisements on women buying behavior in Pakistan. . The study finds factors regarding unethical advertisements with the sample size of 100 in Pakistan but questionnaires were filled by 150 respondents for the sake of research credibility by using Regression method. The findings show strong relationship between dependent variables and independent variables. The future implications of the research for those who are willing to do research on unethical advertisements and women buying behavior impacted by unethical advertisements that they can take more other variables for further research which support the study and if possible so they can invest more time on research for the goodwill of the research paper.

**Keywords -** Advertising, deceptive practices, false claims, unethical advertisements, women buying behavior.

## INTRODUCTION

Advertising is very necessary for a product because this is the way of creating awareness about the product to its customers. There are so many ways to promote a product but advertised product in an ethical manner that is important. Advertising is the key to influence customers and their behaviors (Vibhava, Tanuj, 2010). Companies use tools and techniques to promote or advertise their products. They aware their customers from the features and benefits of their product to make brand image and market share. But when they do not mention a caution about the product in advertising so that product will not be perceived by its customers. Advertisements may be acceptable in one culture but may be offensive in another culture. Companies influence buying behavior and decision of children, youngsters and mostly women (Anita, 2013). Government has also made rules and regulations for misleading and unethical advertising but in Pakistan, regulations are not implemented properly (Monika, Rasa, 2012). Moreover, increase of unethical advertisements creates less loyal commitment of customers. Most of the time, advertisers neglect the ethics of advertising and this causes many effects to consumers' lives specially women because researchers found that women attract more to advertisements. The research depends on this issue that how does unethical advertisements impact on women buying behavior. Women create perceptions about the advertised products due to lack of information and buy that product but it creates harmful affect to them because unethical advertising makes false claims to influence its customers (John, Rosemary, Mathew, 2011). The purpose of this research is to know the influence of false and deceptive advertisements on women buying behavior and the impact of unethical advertisements on women buying behavior in Pakistan.

### Problem Statement

This research discusses the issues of misleading and deception in advertisements which affect women buying behavior in the society, influencing women to purchase the product, offensive advertising done by companies and also the implementation of rules and regulations on unethical advertisements may be or may not be done by government.

### Research Questions

Research questions of this study are that what is the impact on unethical advertisements on women buying behavior in Pakistan? How do women influence by deceptive advertisements?

Does advertisement give satisfaction to the customer? Do companies set unfair prices to the product? Do advertisements carry lack of truthfulness and honesty? Do companies do offensive advertisements?

### Research Objective

The main objective of this study is to examine the impact of unethical advertisements on women buying behavior in Pakistan

### Significance of the Study

This research focuses on unethical practices in market made by advertisers through unethical advertising which affects women purchasing behavior. These practices has to be reduced by ethical behavior of advertisers that they make ethical and truthful ads which are not telling imaginary or fantasy stories. This study is beneficial to the customers, researchers, advertisers and organizations.

### **Limitations of Study**

Limitations may be occurred in this study that time allocation to the activities alignment may be delayed and also the answers which will be given by respondents that may be appropriated or may not be appropriated. Many gaps present in the researches to gather information and we need to be filled these gaps.

## **LITERATURE REVIEW**

Many researchers have discussed on the issue of unethical practices in advertisements which affect consumers' buying behavior and commitment to that organization.

(Vibhava, Tanuj, 2010) have explored the perception of people in the society about unethical practices in advertisements. The study has found factors regarding unethical advertisements with the sample size of 100 in India by using ANOVA testing, correlation and regression methods. The analysis of this study has found factors for making an advertisement that can be deceptive and were determined because offensive contents also imply unethical advertisements. The study implies that advertiser should make advertisements according to the consumer's perception.

(Anita, 2013) has described the misleading advertising's affect on women and children for the reduction of unhealthy products. The research focuses on qualitative research approach in India and concludes that the researcher should take whole advertisement in a decent way, not in misuse. The implications for future study show that advertisers should make the standards for designing a good advertisement.

(Monika, Rasa, 2012) have explored consumer's purchasing decision is ending up through deceptive practices in advertisements at high prices and low quality. The research focuses on qualitative research approach in Europe and finds the advertisements should be fair and decent. From the purpose of study, European Union introduced law and rules for the protection of consumers from misleading advertisements, and proper education and awareness for consumers will protect them by misleading advertising.

(Mohammad Noorizzuddin, Khairil, Muhammad Ridhwan, Mahdhir, Syadiyah, Rabiatal Adawiyah, 2014) have highlighted inappropriate and wrong advertising make negative thoughts in the mind of people specially children or adults. The research focuses on qualitative research approach in Malaysia and discusses that advertising negatively affects to children's buying decision and organizations are recommended to avoid false contents to advertise. The study shows that advertisers should be more creative and make strategies to promote their product in an ethical manner.

(Grace, 2014) has presented that negative publicity creates bad image of that organization in consumers' mind. The research focuses on qualitative research approach in America and finds that when a company enters in the market, so it needs to assess the marketplace then it makes loyal customer and builds its image but when it advertises negatively and misleads to consumers so it makes bad image for its customers.

(Imran, 2014) has demonstrated that deceptive advertising binds consumers to purchase that product and advertisers use false strategies to sell the product. The study focuses on the sample size of 100 respondents from India and tests multiple factors by using chi-square test and findings of the study show that young age group more indulges in impulsive purchase and females mostly make their purchasing decisions by TV advertisements and word of mouth.

(Rashid, Rab Nawaz, Komal, Arshia, Fareha, Amna, Zahid, Moeed, 2013) have explored the misrepresentation in advertising, either it is oral or written, creates false impact on target customers. The study focuses on the sample size of 139 respondents from Pakistan and tests multiple factors by using correlation and regression method and the results of the study show that correlation measures correlation between three variables and also regression measures the variation in dependent variable.

(Victor, 2014) has described that on regular basis consumers are facing manipulation in advertising. The research focuses on qualitative research approach in Romania and finds that manipulative advertising affects negatively to values and harmfully to environment. The implications for future study show that strong law against manipulation will reduce deceptive practices.

(John, Rosemary, Matthew, 2011) have presented the weight loss advertisements affect the consumers badly due to its product's consumption. The study focuses on the sample size of 50 respondents from America and tests multiple factors by using correlation method and the results show that less educated females influence more by advertising than better educated females.

(J. Edward, Barbara, Debra, 1981) have analyzed that consumers' belief affected by fraud, falsity and misleading in advertising. The study focuses on the sample size that depends on group size of 4 to 11 members from America but it is qualitative research approach. The findings of the study show that in advertising, treatment conditions' are same in different ads.

(George, Deepak, Amarjeet, 2012) have described that unethical advertisements are telecasted on television, social media and print media. The research focuses on qualitative research approach in India. Findings of the study show that companies want to high

demand of their product by consumers and also want big market share, that's why they exaggerate things in advertising. Implications for future show that the improvement of laws or regulations for the advertisements.

(Maicibi, Nok, Yahaya, 2013) have highlighted that false advertisements create misuse of customer loyalty in organizations. The research focuses on qualitative research approach in America. The study examines the organizations create cost for them by misrepresentation and corruption in advertising. The study concludes that organizations should control and tackle unethical concerns to keep organizations competitive and healthy.

(Muhammad Wasim, Wajahat, 2011) have examined unethical contents in advertisements may create great disorder in society. The research focuses on qualitative research approach in Pakistan. The findings of the study show that advertiser should not have only a motive to earn money and should not spoil consumers' lives and the implications for future study show that advertiser should be followed code of ethics and no exaggeration will be followed.

(Dr. Jaspal, Namrata, 2011) have explored that most of the time; children influence by unethical contents in advertisements because TV commercials more influence to the human behavior negatively. The study focuses on the sample size of 520 respondents from India and tests multiple factors by using regression method and results of the study show that advertisements easily influence many viewers against their cultures and manipulate individual's behavior.

(Hans, Mohammad Fateh, Yianna, 2012) have analyzed that green purchasing behavior is affected by unethical advertising because of the unsustainable environmental actions. The research focuses on qualitative research approach in Bangladesh and the study explores the factors influence consumer environmental behavior and provides valuable information for green purchasing decision to its value chain.

(Fauzia, Ali, Syed Usman, Muhammad Shoaib, Waqas, Muhammad Adnan, Aamir, 2011) have explored the increase of the beauty products usage in university students caused by deceptive advertising of beauty products. The study focuses on the sample size of 142 respondents from Pakistan and tests multiple factors by using correlation and regression method. The findings of the study show that there is a positive correlation between deceptive advertising and students' buying behavior of beauty products and implications for future study show that researcher suggested to the advertiser and government that to make such laws and regulations against deceptive advertising of beauty products.

(Dr. Juao, 2014) has highlighted that college students quickly attract towards beauty products and advertisers make false claimed ads to them. The study focuses on the sample size of 2108 respondents from India and tests multiple factors by using chi-square test and ANOVA test. The study concludes that spending and buying behavior of students do not influenced by advertisements and students' attitude and purchasing behavior are positive.

(Rhea, Steven, Valerie, 2005) have described that unethical behavior of marketing negatively impacts on the expectations of customers. The study focuses on the sample size of 334 respondents from America and tests multiple factors by using correlation and regression method. The research finds that customer commitment positively impacts on customer expectations and satisfaction and the implications for future research show that companies should guide to their employees about ethical behavior of advertisement and should monitor all the activities related to advertisements and customer expectations.

(Van, Patrick, De Wulf, Kristof, Steenhaut, Sarah, 2003) have endorsed the unethical practices are done by retailers create unethical behavior for the advertisements and affect customer commitment. The study focuses on the sample size of 359 respondents from Belgium and tests multiple factors by using correlation method. The findings of the study show that highly committed customers make positive relations with retailers but low committed customers create negative word of mouth about unethical behavior of the retailer and the study concludes that retailers should build long-term relations with customers that will be beneficial for them.

(Heru, 2015) has analyzed that customers' affected behavior impacts on customers' attitude towards organic food. The study focuses on the sample size of 200 respondents from Indonesia and tests multiple factors by using regression method. The results explore that purchasing of organic food has positive relationship with consumers' attitude, those are conscious about their health and also show that difference in gender has a difference in purchasing organic food behavior and the implications for future study show that marketers should motivate the customers to purchase organic food by exposing the useful areas of organic food for their health.

## METHODOLOGY

The research is based on women buying behavior on the basis of unethical advertisements that is analyzed through collected data and data collection techniques.

### Statistical Techniques

The study is used statistical techniques to measure sample characteristics by using mean and standard deviation.

### Hypothesis

The research is testing null hypothesis and alternative hypothesis on the basis of the relationship between unfair pricing and lack of truthfulness & honesty in women buying behavior, the relationship between satisfaction and offensive advertisement in women buying behavior, and the relationship between unfair pricing and offensive advertisement in women buying behavior.

$H_0$  = There is no relationship between unfair pricing and lack of truthfulness & honesty in women buying behavior

$H_1$  = There is relationship between unfair pricing and lack of truthfulness & honesty in women buying behavior

$H_0$  = There is no relationship between satisfaction and offensive advertisement in women buying behavior

$H_2$  = There is relationship between satisfaction and offensive advertisement in women buying behavior

$H_0$  = There is no relationship between unfair pricing and offensive advertisement in women buying behavior

$H_3$  = There is relationship between unfair pricing and offensive advertisement in women buying behavior

### Data

The study is focusing on primary data and the research approach is quantitative research approach. The research is used regression method to analysis the data.

### Data Collection Techniques

The data is collected through questionnaires from the sample of 100 respondents. The sample size is calculated through Taro Yamane method.

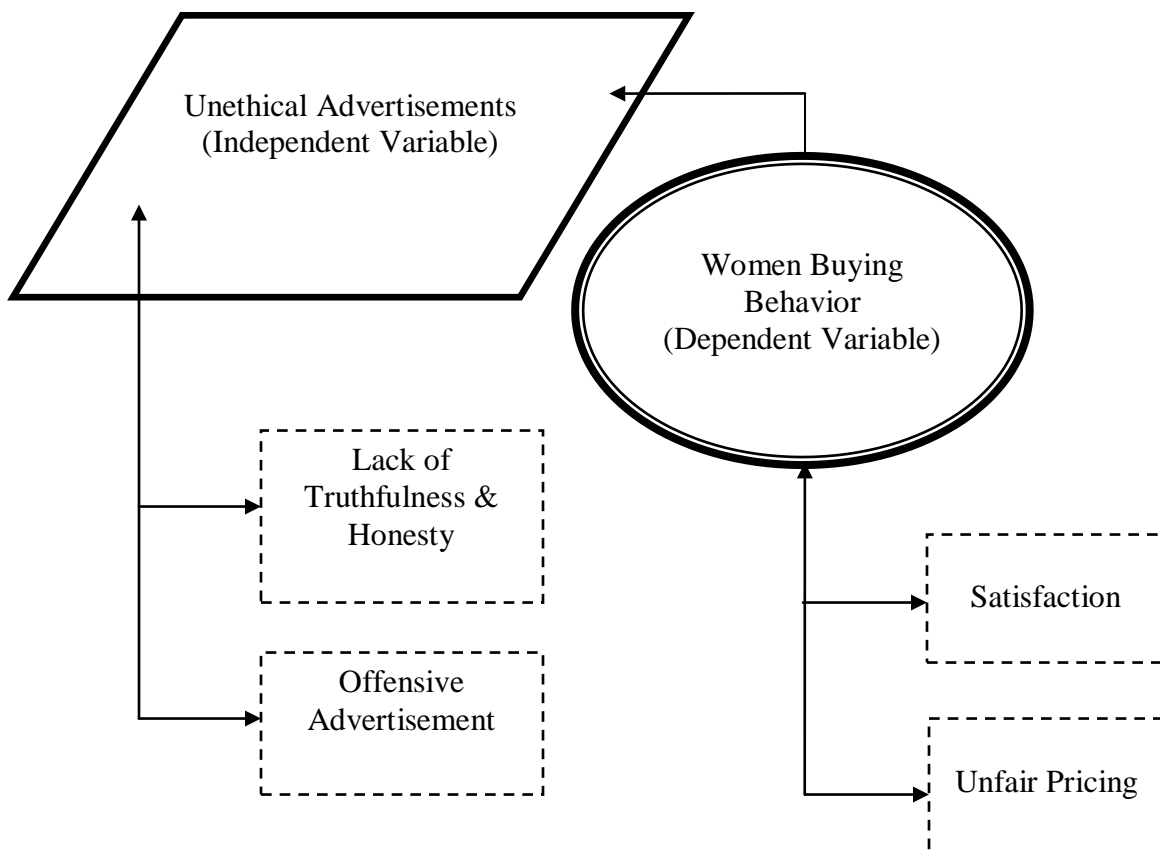
$$n = \frac{N}{1 + N * (e)^2}$$

Here  $N = 95,424,824$  that is the population of women in Pakistan and  $e = 0.1$  that is sampling error on 10%. The value of "n" is 100 that is the sample size of population which is calculated by the formula of Taro Yamane.

### Source of Data Collection

The source of the data is questionnaire filled by females to analyze women buying behavior about advertisements in Pakistan.

### Theoretical Framework



**Frequency Analysis**

**Advertisement gives satisfaction of the product to the consumer**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	24.0	24.0	24.0
Agree	53	35.3	35.3	59.3
Neutral	41	27.3	27.3	86.7
Disagree	17	11.3	11.3	98.0
Strongly Disagree	3	2.0	2.0	100.0
Total	150	100.0	100.0	

The table shows that out of 150 respondents, 36 respondents are strongly agreed, 53 are agreed, 41 are neutral, 17 are disagreed and 3 are strongly disagreed for advertisement gives satisfaction of the product to the consumer.

**Companies set unfair prices to the product**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	54	36.0	36.0	36.0
Agree	43	28.7	28.7	64.7
Neutral	41	27.3	27.3	92.0
Disagree	11	7.3	7.3	99.3
Strongly Disagree	1	.7	.7	100.0
Total	150	100.0	100.0	

The table shows that out of 150 respondents, 54 respondents are strongly agreed, 43 are agreed, 41 are neutral, 11 are disagreed and 1 is strongly disagreed for companies set unfair prices to the product.

**Advertisements carry lack of truthfulness and honesty**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	35	23.3	23.3	23.3
Agree	63	42.0	42.0	65.3
Neutral	28	18.7	18.7	84.0
Disagree	23	15.3	15.3	99.3
Strongly Disagree	1	.7	.7	100.0
Total	150	100.0	100.0	

The table shows that out of 150 respondents, 35 respondents are strongly agreed, 63 are agreed, 28 are neutral, 23 are disagreed and 1 is strongly disagreed for advertisements carry lack of truthfulness and honesty.

**Companies do offensive advertisements**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	38	25.3	25.3	25.3
Agree	36	24.0	24.0	49.3
Neutral	53	35.3	35.3	84.7
Disagree	21	14.0	14.0	98.7
Strongly Disagree	2	1.3	1.3	100.0
Total	150	100.0	100.0	

The table shows that out of 150 respondents, 38 respondents are strongly agreed, 36 are agreed, 53 are neutral, 21 are disagreed and 2 are strongly disagreed for companies do offensive advertisements.

**Descriptive Analysis**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Advertisement gives satisfaction of the product to the consumer	150	1.00	5.00	2.3200	1.02532	.421	.198
Companies set unfair prices to the product	150	1.00	5.00	2.0800	.99340	.462	.198
Advertisements carry lack of truthfulness and honesty	150	1.00	5.00	2.2800	1.01081	.480	.198
Companies do offensive advertisements	150	1.00	5.00	2.4200	1.05722	.092	.198
Valid N (listwise)	150						

The table shows mean, standard deviation and skewness of variables that are satisfaction, unfair prices, lack of truthfulness & honesty and offensive advertisements. Highest and lowest values of variables are same that show 5.00 at highest value and 1.00 at lowest value. Mean of satisfaction is 2.3200, unfair pricing is 2.0800, lack of truthfulness & honesty is 2.2800 and offensive advertisement is 2.4200. Standard deviation of satisfaction is 1.02532, unfair pricing is 0.99340, lack of truthfulness & honesty is 1.01081 and offensive advertisement is 1.05722. Skewness of variables shows the standard error that is 0.198.

**Regression Analysis**

**1. Dependent variable (satisfaction) and Independent variable (offensive advertisements)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210 <sup>a</sup>	.044	.037	1.00594

a. Predictors: (Constant), Companies do offensive advertisements

The table shows the value of R square is 0.044 that indicates the variation at 4.4% in dependent variable (satisfaction) due to one unit change in independent variable (offensive advertisements).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.828	.206		8.886	.000
	Companies do offensive advertisements	.203	.078	.210	2.607	.010

a. Dependent Variable: Advertisement gives satisfaction of the product to the consumer

The table shows the relationship between satisfaction and offensive advertisements as  $Satisfaction = 1.828 + 0.203$  offensive advertisements. 1 unit increase in offensive advertisements is associated with 0.203 unit increase in the average of satisfaction. It also interprets that if offensive advertisement is zero, then satisfaction will increase by 1.828. The result shows significant relationship between satisfaction and offensive advertisements because P value is 0.010 which is lesser than  $\alpha = 0.05$  that means the study rejects the null hypothesis.

**2. Dependent variable (unfair pricing) and Independent variable (lack of truthfulness and honesty)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312 <sup>a</sup>	.097	.091	.94708

a. Predictors: (Constant), Advertisements carry lack of truthfulness and honesty

The table shows the value of R square is 0.097 that indicates the variation at 9.7% in dependent variable (unfair pricing) due to one unit change in independent variable (lack of truthfulness and honesty).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.382	.191		7.220	.000
	Advertisements carry lack of truthfulness and honesty	.306	.077	.312	3.991	.000

a. Dependent Variable: Companies set unfair prices to the product

The table shows the relationship between unfair pricing and lack of truthfulness & honesty as  $Unfair\ pricing = 1.382 + 0.306$  lack of truthfulness & honesty. 1 unit increase in lack of truthfulness & honesty is associated with 0.306 unit increase in the average of unfair pricing. It also interprets that if lack of truthfulness & honesty is zero, then unfair pricing will increase by 1.382. The result shows significant relationship between unfair pricing and lack of truthfulness & honesty because P value is 0.000 which is lesser than  $\alpha = 0.05$  that means the study rejects the null hypothesis.



### 3. Dependent variable (unfair pricing) and Independent variable (offensive advertisements)

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.198 <sup>a</sup>	.039	.033	.97705

a. Predictors: (Constant), Companies do offensive advertisements

The table shows the value of R square is 0.039 that indicates the variation at 3.9% in dependent variable (unfair pricing) due to one unit change in independent variable (offensive advertisements).

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.630	.200		8.157	.000
1	Companies do offensive advertisements	.186	.076	.198	2.455	.015

a. Dependent Variable: Companies set unfair prices to the product

The table shows the relationship between unfair pricing and offensive advertisements as  $\text{Offensive advertisements} = 1.630 + 0.186 \text{ unfair pricing}$ . 1 unit increase in offensive advertisement is associated with 0.186 unit increase in the average of unfair pricing. It also interprets that if offensive advertisement is zero, then unfair pricing will increase by 1.630. The result shows significant relationship between unfair pricing and offensive advertisements because P value is 0.015 which is lesser than  $\alpha = 0.05$  that means the study rejects the null hypothesis.

### CONCLUSION

The research is concluded that there is a strong relationship between dependent variables (satisfaction and unfair pricing) and independent variables (lack of truthfulness & honesty and offensive advertisements) found through Regression method. The findings show significant relationship between satisfaction and offensive advertisements because the study rejects the null hypothesis (there is no relationship between unfair pricing and lack of truthfulness & honesty in women buying behavior), significant relationship between unfair pricing and lack of truthfulness & honesty because the study rejects the null hypothesis (there is no relationship between satisfaction and offensive advertisement in women buying behavior) and significant relationship between unfair pricing and offensive advertisements because the study rejects the null hypothesis (there is no relationship between unfair pricing and offensive advertisement in women buying behavior). The research shows that unethical advertisement strongly impacts on women buying behavior in Pakistan.

### Recommendations and Future Implications

The research is recommended to the companies who place unethical advertisements on television that they should advertise ethical advertisements for the goodwill of the companies and society, to the people who purchase advertised products and services that they should purchase products carefully with the senses that which product is right for them or not, and to the government that they should implement strict laws and regulations to unethical practices done by the companies and advertisers. The future implications of the research for those who are willing to do research on unethical advertisements and women buying behavior impacted by unethical advertisements that they can take more other variables for further research which support the study and if possible so they can invest more time on research for the goodwill of the research paper.

### Acknowledgements

I recognized these things for my research report through internet, official website, and library for references, newspapers and articles, questionnaires and surveys.

I am thankful to my honorable instructor Miss. Faiza Maqbool for providing us with such an opportunity to explore the practical aspects of the Research that refined my concepts and would help me in the practical field.

This report can help us in the aspects of research for unethical advertisements and women buying behavior to the advertised products.



## References

- [1] Vibhava, T. (2010). A study of perception in society regarding unethical practices in advertising. *South Asian Journal of Management* , 61-69.
- [2] Anita. (2013). Ethics in advertisement and its impact on women and children. *International Journal of Business and Management Invention* , 1-4.
- [3] Monika, R. (2012). INTERRELATION OF MISLEADING ADVERTISING AND SOLUTIONS OF CONSUMERS: LEGAL REGULATION AND INSTITUTIONAL BACKGROUND IN LITHUANIA. *ISSN 1822-8402 EUROPEAN INTEGRATION STUDIES. 2012. No 6* , 192-201.
- [4] Mohammad Noorizzuddin, K. M. (2014). The criteria and challenges of unethical advertising. *American Journal of Business, Economics and Management* , 88-93.
- [5] Grace. (2014). Analyzing Unethical Advertisements and Examining Ethical Business Practices. *Business Ethics Paper Competition Spring 2014* , 1-15.
- [6] Imran. (2014). An Empirical Research on Misleading Advertisements and Its Impact on Consumer Buying Behaviour. *Proceedings of the Second International Conference on Global Business, Economics, Finance and Social Sciences* , 1-6.
- [7] Rashid, R. N. (2013). Impact of Deceptive Advertisement on Consumer Psyche. *World Applied Sciences Journal 26 (12)* , 1662-1667.
- [8] Victor. (2014). Manipulative marketing: persuasion and manipulation of the consumer through advertising. *Theoretical and Applied Economics* , 19-34.
- [9] John, R. M. (2011). The Effect of Advertising and Deceptive Advertising on Consumption: the Case of Over-the-Counter Weight Loss Products. *Working Paper. 2011* , 1-70.
- [10] J. Edward, B. D. (1981). Identifying Misleading Advertising. *Journal of Consumer Research* , 119-131.
- [11] George, D. A. (2012). Study on the status of law enforcement for misleading advertisements in India and its impact on consumers. *CUTS International org.* , 1-41.
- [12] Maicibi, N. Y. (2013). Criminal and unethical behaviorism organizations: Misuse of assets and false or misleading advertising. *Global Journal of HUMAN SOCIAL SCIENCE Political Science* , 1-10.
- [13] Muhammad Wasim, W. (2011). The influence and techniques of modern advertising. *Gomal University Journal of Research* , 91-99.
- [14] Dr. Jaspal, N. (2011). Impact of television commercials on the social and moral behavior of Indian viewers– Empirical Evidence. *International Journal of Humanities and Social Science* , 178-187.
- [15] Hans, M. F. (2012). Factors affecting consumers' green purchasing behavior: AN INTEGRATED CONCEPTUAL FRAMEWORK. *Amfiteatru Economic* , 50-69.
- [16] Fauzia, A. S. (2011). ATTRACTION OF STUDENTS TOWARDS BEAUTY PRODUCTS. *Australian Journal of Business and Management Research* , 104-108.
- [17] Juao, D. (2014). The impact of advertising on students: AN EMPIRICAL STUDY OF STUDENTS FROM GOA. *International Journal of Advanced Research in Management and Social Sciences* , 239-249.
- [18] Rhea, S. V. (2005). Consumers' evaluation of unethical marketing behaviors. *Journal of Business Ethics* , 237-253.
- [19] Van, P. D. (2003). The relationship between consumers' unethical behavior and customer loyalty in a retail environment. *Working Paper* , 1-33.
- [20] Heru. (2015). Consumers' attitude and intention towards organic food purchase: An Extension of Theory of Planned Behavior in Gender Perspective. *International Journal of Management, Economics and Social Sciences* , 17-31.

## AUTHORS

**First Author** – Nimrah Azhar, BBA-Marketing, Jinnah University for Women and [nimazhar07@gmail.com](mailto:nimazhar07@gmail.com).

**Correspondence Author** – Faiza Maqbool Shah, [faizamaqboolshah@gmail.com](mailto:faizamaqboolshah@gmail.com), 03002448553.