

**IMPACT OF WARNING MESSAGES ON CONSUMER
BUYING BEHAVIOR OF TWIN CITIES
(ISLAMABAD/RAWALPINDI)**



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(Islamabad/Rawalpindi)**

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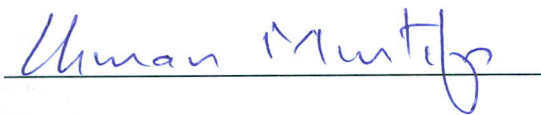
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CONTENTS

Dedications.....	iii
Abstract.....	iv
Chapter 1- Introduction	1
1.1 Problem Statement.....	4
1.2 Objectives	4
1.3 Significance	5
Chapter 2 -Literature Review.....	7
Chapter 3- Methodology.....	18
3.1 General Research Framework.....	18
3.2 Research Philosophy	18
3.3 Research Strategy	19
3.4 Research Choices	19
3.5 Time Horizon.....	19
3.6 Primary Data Collection	20
3.7 Relationship with Social Marketing Theories.....	20
3.8 Population.....	21
3.9 Sample Size	21
3.10 Data Collection Method.....	21
3.11 Data Analysis.....	22
3.11.1 Thematic Analysis	22
3.11.2 Transcription.....	23
3.11.3 Familiarization.....	23
Chapter 4- Data Analysis	24
4.1 Keywords and their Explanations	24
4.2 Understanding and Directions	29
4.3 Consumption Pattern and Behavior	29
4.4 Product Type and Situations.....	29
4.5 Gender Influence	29
Chapter 5- Discussion and Conclusion	31
5.1 Discussion.....	31

5.2 Conclusion.....	31
5.3 Recommendations.....	32
Bibliography	34
Appendix-I.....	34
Appendix-II.....	35
Appendix-III.....	36
References.....	97

DEDICATIONS

Every challenging work needs self-efforts as well as guidance of elders especially those who are very close to our heart, my humble effort. I dedicate to my supervisor Miss Fizzah Khalid Butt, I learned a lot of things under her supervision. To my Father Ghazanfar Abbas and my Mother, especially my father has been the world's greatest well-wisher, I acknowledge the kindness and progressiveness of my father who helped me financially in my educational activities. I want to acknowledge my friends especially Ali Noman Ashraf, Ahsan Akram and family members who had been bearing with me permissively throughout my research, unconditionally.

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ABSTRACT

One of the best way to inspire the harmless use of possibly unsafe products that are part of the daily life use is to attach a warning label or message along with the product. But do all the users bother to notice those labels? If they do, then why now a days usually we face such incidents which lead us to a greater loss. This qualitative study was conducted based on the behavior of the consumers, that how the warning labels affects their behavior, if they notice warning labels. For this purpose 20 respondents were interviewed irrespective of age and gender and profession. Those interviews were analyzed and in result of that analyzation, it was concluded that 60% of the respondents were curious about these warning labels and they use to check labels of every product, and remaining of 40% were curious but they use to check only on electronics and medicines.

Keywords: Warnings, Warning labels, Precautions, Health and Safety, Care, Handling.

CHAPTER 1- INTRODUCTION

These are common warning messages/cautions that are either ignored in our daily routine or not noticed, which later may cause severe injuries. Sometimes these injuries can lead to death. Warning messages or labels are the labels that are associated with the products which we purchase on daily basis. Now a days warning signs or labels are being used in almost everything that is being used in our daily life, those can be household products, food items, or even on children toys (Shirley M. Otsubo 1988). A video went viral on the social media some time ago, in which it was shown that there is a birthday party of a young boy and the candles were lighted up. The birthday boy came near to the cake where there were candles, his fellows sprayed the snow spray at him and suddenly that spray caught fire and the boy was severely injured. The reason was, it is clearly mentioned on such type of fluids, sprays or liquids that don't use near the fire or directly on the fire because these types of liquids that can easily catch fire. These warning messages can be used as the communication tools with consumer of the product and can help them to take precautionary measures or help to reduce the use of that product as it can be harmful for them (Yoon C. Cho, KDI et. al. 2013).

In 1985 Coca-Cola introduced its new flavor, Mowen, (1988) stated that the response from its customer was much unexpected. Protest were started, even coke was not able to challenge its competitor PepsiCo, that's why its share dropped in the market. Coca-Cola officers said that its new taste is even better than old one. But people who were loyal customer or even a casual consumer boycotted the coke. Within few days many letters were posted to Coca-Cola to return to the original flavor, even one of those letters mentioned that "I am so upset with this flavor that now I want to burn the flag of Coca-Cola company in front of its front yard". Finally, Coca-Cola introduced coke with name of coca cola classic that was more liked by its customers. The Coca-Cola case demonstrates that what was happened is if consumer behavior is observed from a one sided, was decision making perspective or consumer buying behavior (John c. Mowen, 1988).

The above case is not being faced by the marketers only in case of beverages, but almost in every aspect of life. Whenever a consumer makes purposes, his buying behavior can rapidly change. With the development of food marketing innovation and swift

variations in the buying behavior of customers, the trade marketplace for nutriment and grocery is increasing by rapidly. To capture the chances of an increasing planned retail marketplace in the country, large companies are foraying into this sector. These companies are while evolving huge amounts for producing retail chains countrywide (Sanjeev et al., 2010).

To make the choice of buying, customers keep following things in mind like taste, nutritious value, trustworthiness, quality, worth and suitability of the product. They always prefer to make purchases at superstores due to the trustworthiness of the products sold, the environment and suitable individual reviews which is permissible in big stores (Knight et al., 2003). The utmost significant step of providing safe products for the household is by buying it (Unusan, 2007). When faced with a lot selections and qualities of goods, the customer may be uncertain about which of the goods to select. The perception, nutritious worth, dependability and persuasiveness of the value are relatively significant when purchasing any product (Duyff, 1998).

Consumer behavior can be understood as the heart commercial success in this current competitive markets (Estiri et al., 2010). Packaging can be considers as one of the perilous factors that affects the purchasing behavior. (Silayoi and Speece 2007), Other than these factors they are few more factors that can be income, searching, quality and characteristics of the brand or product (Grunert 2005, Johns and Pine, 2002)

The way the product was supplied or presented to the consumer and the elements that are used to be in the package of the product decides whether product is up to mark to consumers requirement of not. (Venter et al., 2011). Packaging fundamentals includes graphic and informational features (Speece and Silayoi, 2004). Graphics (Shape, color, illustration, logo, image or design) were related with affecting side of choice making, whereas informational rudiments (tags, directions, social background and breakdown) were linked to the intellectual sideways of fortitude (Estiri et al., 2010; Venter et al., 2011).

A great number of the studies were conducted in order to describe the purchasing behavior, but the thing on which all the researchers agreed were that visuals can affects the consumer behavior. For this purpose Olga and Natalia (2006) conducted a study and found that both the high-priced and low-priced products must have a difference in their packaging that may include color scheme, the text font and size.

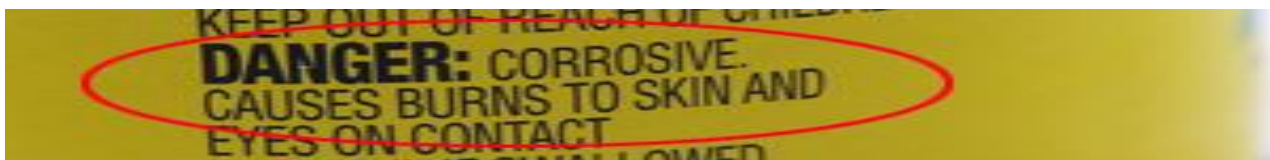
Bo (2009) conducted a study and stated that to increase sales performance design of the product also plays a vital role in attracting the consumers, as the consumer's behavior is mostly motivated or inspired by design. Designs of the product, in which there are shapes, pictures and symbols also can be effective for the purchase of the product.

According to Hannele and Harri (2010) there is a deep link between the knowledge of the brand and color scheme that is used in the packaging of the product. According to the conclusion of their study changes in fundamental color scheme of product can create misunderstanding in the consumer's mind, but at the same time if the colors used in the design of the packaging can give a valid and relevant information about the product.

Two features that affects the products purchases of customers can be:

- (1) Customer-related features comprise of healthiness considerations, physical variables, societal contacts, awareness and traditions, psychographics and demographics; and
- (2) The most significant issues related to market can be price, supply and promotions (Radder and Roux, 2005).

Followings are the examples of warning labels printed on the products.



Warning:

“Cigarettes cause fatal lung disease”

“Slippery when wet”

“Not suitable to use with microwave oven”

Speece and Silayoi (2004) recounted that features which contains information (product data and tools) were more significant than pictorials details (detailed info of packaging) for the final purchases practice according to few customers. Worsley and Hunter (2009) found that people with less salary would change their consumption pattern of the food. Their research also showed that the people who work for long hours or single would love to go for the take away food. Other than these research Stockley and Cowburn (2005) showed that the concrete usage of labelling was lesser than the testified use of tags or labels at the sales point. Customers proposed that these type of labels must contain the basic info like nutrition chart and the valid content of brand just to evade misperception in the minds of the consumers.

1.1 Problem Statement

There are several factors which contributes in consumer buying behavior like, price, quality, packaging material, packaging color, culture and warning messages. In this study, we will particularly evaluate that “How much impact warning messages have on consumers’ behavior”. The reason is that these days, a number of accidents have been observed because of not using the products, which are hazardous.

1.2 Objectives

Overall objectives of this study are:

- To assess the understanding of warning messages of the people who make purchases on daily basis or even once a month that how the warning labels can change their consumption pattern.
- To analyze impact of warning messages on consumers behavior.
- To give recommendations and suggestion related to usage of warning messages to influence consumer buying behavior.

A warning label can be an instruction manual or a message to the consumer to use it with care to avoid any kind of harm. Today is the era in which everyone is in hurry and they want to do their work in a very less time but in a productive manner. Warning labels are often supposed to be a label on the product. Easterby and Hakiel (1981), Wright (1981) Wright, Creighton and Threlfall (1982) in their research concluded that there are number of factors that can determine the effectiveness of the warning labels.

(Sandra S. Godfrey et. al. 1987). Someone when purchase something, they usually go for the price tag and don't bother to see the other label details. The overall objective of this study is to analyze the impact of warning messages of product acceptability on consumers buying behavior. But specific objectives are, at the time of purchase of the household items whether the consumers notice the warning labels, read and how they behavior changes after these warning labels on these items, for example "Keep out reach of the children and pets" or "Flammable materials" etc.

Most of the time we come to know that someone got severe injuries while using the specific product. Research shows that this only happens when one don't take precautionary measures before using that product, labelled on the packaging. Like when we buy a hair color, it is always clearly mentioned that avoid contact with eyes, rinse eyes immediately if product comes into contact with them.

1.3 Significance

This study has strategic importance for today's business because warning messages are the crucial part of marketing mix of any company and if we are not concerned with warning messages then we are not concerned with our complete marketing mix. And companies which don't look after and update its marketing mix according to the contemporary market demand, ultimately collapse. So, this study will play an important role in formulating the consumer buying behavior which will ultimately add in product value. This study can be used as a guide for the marketing department of different firms to achieve corporate goals as well.

Significance of this study can be like if a female who is using a product in kitchen that can be for example a bowl that is to be used in microwave oven. The things that should be kept in mind by that female is that, if it is harmful? Because the rays that are generated within the microwave make the items extremely hot and if the material of the bowl is not made up of the material that is recommended by the microwave oven company, can harm the people in surroundings. Hammond et. al. (2006) in their study about the warning messages say that health warnings on product packings are mostly the common way to communicate with the end user and can be means to inform the consumer the right use of the product. However, few research has assessed the impact of packs warnings on buyer knowledge about risks. Most of the researcher agree on this point that normally consumers face different kind of incidents because the company

don't clearly inform the end user of the product about its right use and how the risks can be minimized or how to avoid any kind of harms. Research significance of this research can be as to help the companies and consumers as well to use the products in an efficient way. Can be productive to companies in such a way that if the consumers will be informed in a better way by using the warning labels in form of graphics.

CHAPTER 2 -LITERATURE REVIEW

When someone among us go to buy something of daily use, that can be either FMCG, food items, health products and anything that is now a day a necessity of life. He/she probably will go to check its labels and procedures how to use it. Most of us are manufacturing and expiry dates conscious, some people go for prices and some for quality and quantity. Now the thing is how many of us check the warning messages that are also printed on the label of the product. That label contains the exact and accurate way to use the product to avoid any kind of harms while using it. For example, a female purchases a bowl that is to be used in microwave, whether she go to check the warning labels that is it suitable to be used in microwave oven or not. Or a person purchases a beauty cream from the store and either he checks the label that a person who has a skin allergy can use this cream or not, because most of the cream's label clearly mention that this cream should not be used by the person who has a skin allergy or infection. These warning labels can be in form of highlighted text, pictorial messages or in case of a digital Advertisement it can be in form of prominent and clear voice message, as we usually watch after the advertisement of a product which is stating that it can be harmful to the children under age of 4, or the message is like "Not suitable for the children under age 4" (Viscusi, 1991 Vol 13).

Other than these above-mentioned things if we take example of smoking, in 2013 World Health Organization said that tobacco is the top cause of unnecessary death globally (World Health Organization, 2013). Equally observational and experimental research propose that lacking vivid warnings on cigarette packing is an active way to boost existing smokers to leave and to deject youth since starting (Hammond, 2011; Noar et al., 2016). Brewer et al. (2016). Research has revealed that till now there are more than 24 different types diseases has been discovered that may cause death to the patient, not only this at least 10 different forms of cancer had been identified. Normally it is said that smokers are not fully guided or informed by the harmful effects that are caused by the tobacco, but in a research Weinstein 21 initiated that, though utmost chain-smokers accept the hazard of smoking, they incline to lessen that danger and illustrate a clear propensity to trust that the risk smears more to other chain-smokers than to themselves'' (D Hammond et al., 2006).

It's a natural fact that when someone advise to someone else that is based on the experience of the adviser, it's a bigger chance that the person who is being advised will immediately take the effect of the advice and it's also possible that he may quit or minimize the act for which he is being advised, as Cobuild (2001) stated that "if you *advise* someone about something roughly, such as a danger or problematic product that can be harmful if not used with care, you state them about it consequently that they remain conscious of it" or "if you inform someone not to ensure somewhat, you guide them not to ensure it thus that they can sidestep probable risk, damage/carefulness (Doubleday, 1975) or penalty." (Aaker, et. al 1987).

Stewart and Martin (1994) quantified that transformed types of warnings, different expectations about equally the projected spectators and the possessions of the cautions. Warning message scopes are told (Stewart and Martin, 1994) by categorizing message category (e.g., info on product innards, product possessions, or specific bans), target (e.g., definite vs. indefinite), and length (e.g., small vs. extended). Based on these studies of the behavior and attitude of the consumer many social theories (like social contract theory that states that legal and commonly valid ethical rules can be determined by requesting what ethical rules people would happily adopt or make if there were no rules of the society they are currently living) were presented and social contact theory was one of them, that suggests how there can be the influence of the consumers to the usage of the product and how much they take the warning messages serious, other than this this theory also helps the companies to check the social behavior of the consumer towards the product and the warning labels associated with it. Social contact theory helps dimensions of the associations among company performances, company products, and consumer observations, insolences, and choices (Toress, Sierra, and Heiser, 2007). This theory also suggests that over this ethical basis, scholars can judge consumers' attitudes to companies' purposes of printing warning messages in numerous ways (Toress, Sierra, and Heiser, 2007).

Advertisers generally try to promote their products or goods as higher to their opposing products on causing features (Aaker and Myers, 1987; Ogivly, 1985). Yet, a study by Pechmann (1992) recommended that customers incline to be unconvinced of advertiser's privilege and may not notice the brands by way of positively as was planned by the advertisers. Studies also showed that advertisements also can of one- or two-

sided. By research of (Kamins and Assael, 1987), a one-sided appeal in marketing only show claims that are helpful to the product whereas a two-sided appeal, is to present optimistic claims about significant characteristics. Researchers have claimed that two-sided ads can boost up the reliability of the claims (Settle and Golden, 1974; Smith and Hunt, 1978) narrated that two-sided ads comprise of not only the compensations of the products as well as their limitations (Pechmann, 1992). Pechmann (1992) suggested that two-sided ads were more actual than one-sided ads only when destructively interrelated characteristics were included.

The studied that was concluded by Yoon C Cho (2013) about the warning messages on alcohol, he studied about the warning messages on conditional principle of alcohol and how the social behavior of the consumer of alcohol users' changes. He found that warning messages play its vital role to minimize the usage of alcohol by the alcohol addicts and help to change the attitude of consumers towards alcohol. But the change of behavior and attitude of consumers towards the reduction of consumption of alcohol depends upon that how warning message was presented, because if the warning message will be short, convincible and attractive towards consumer of some product.

A study related to warning messages was conducted by the Shirley M.Otsubo (1988), in which he tried to check what type of warning messages can be more effective to the behavior of the consumer and what type of the warning labels are perceived by the consumer. For this purpose, he used different techniques to show the warning messages to the consumer, for example he used just words, pictorial messages, both words and pictographs and no warning. And he noticed the behavior of the product users, that who noticed those warning messages, who read those, who just noticed but not read and how many of them were who read and noticed and what were their behavior towards the use of the product and proved that who was already familiar with the product and were regular user of the product, they took the warning messages less dangerous. But the people who were not familiar with the product they took those messages little bit serious. But one of the most important thing he resulted that there is no effect of the warning message type. Another result that was presented by the author was that people normally confuse themselves with the perception of hazard and danger of the specific product. He revealed that there were two-third of the people who read the warning label,

one-half was who noticed the warning messages on the product and there were another two-third who noticed as well as read the warning messages.

Evans et al. (2017) conducted a similar study of warning messages on cigarette pack on 736 adults and 469 teens. They were studying that whether the cigarette warning labels minimize the negative emotion that can increase the risk perception. They tried to check that the myths about smoking can affects motivated thoughts like if a smoker exercise on daily basis, the harms of smoking can be reduced. The respondents were provided with three different types of the warning messages at least 4 times in two weeks. These warning messages contained just warning words, less affective pictographs and high emotions pictures. Now the respondents responded in such a way that how they consider these kind of warning messages and how much they take them serious. They related the cigarettes danger with the smokeless tobacco and E-Cigarettes that how they perceive the risk of the smoking and how they often think of the smoke myth ratification. At the end the researchers concluded that emotional responses to cigarette cautions increase smoking hazard sensitivities, but similarly smoking myth endorsement and misunderstandings that cigarettes are not as much dangerous than hypothetically less harmful tobacco products.

Households products that are used by us in our daily life, can also harm and most of us face critical situation if not used if the precautionary measures are taken before using them, (Godfrey et. al. 1983) conducted a study that do people read the labels before using it for the first time. For this purpose, they performed two experiments on same number of respondents. In first experiment, they asked the participants to assume themselves in a big shopping mall and purchasing some households, at the same time they advised them to rate the products that which one of them is more hazardous for skin, which should be avoided from inhaling and which of them should be avoided from swallowing. In this experiment this was also observed that how many of the respondents noticed the labels and warning messages on the household products. In the other experiment, they asked the same respondents to rate the products that were provided with detailed information and most the respondents were familiar with those products. The researches noticed that after conducting those both experiments they concluded that respondents rated the swallowing products with the highest rating, inhaling as intermediate and the skin contact products as the lowest products. Apart from this it

was noticed that females are more conscious about the health hazards and they go for the very safe and secure purchases whatever the product is. This means that familiarity with product, perceived hazard and gender influence also affects the purchase of household.

Few years back before the arrival of social media (Facebook, Twitter, YouTube etc.) the print media was ruling the overall media. Before the emergence of latest technology people had only print media, the source to keep themselves up-to-date about the happenings in the world. Marketers also had only source of the print media to market their products. So, they use to hit the daily newspapers, weekly, fortnight and monthly magazine to promote their products. When they need to market their product, they always tried to inform the consumer the safe use, health hazards and necessary details of the products on the newspaper or magazine by using the less space but covering the mandatory information as much as they can. Moreover, the advertising company following the social contract theories rules or not and are there any effects on the readers or not.

Torres et. al. (2013) conducted a study about the impact of warning labels on consumers placed in print Ad in perspective of social contract theory. They studied whether the advertiser put the warning messages on the print ad or not and if they use to put those warning messages then what type of those warning labels are and how do they convince the consumer and how they use to convey their message. Apart from that how they insert a warning message on the label which don't affect their sales and consumers. Like the message on cigarette pack, there is a message "Smoke responsibly". In this message, the advertiser has tried to convey his message affectively but the how the consumer perceive it matters. The researcher concluded that if the content and the message of advertisement that is presented in print Ad is clear and convey its message properly showing that if the specific product is consumed above the prescribed level then how much it can be hazardous. If this is clearly mentioned in the print Ad that can highly affect the attitude of consumer towards the use of the product. Although this can affect the sales of the company but it's a moral and ethical duty of the company to tell its consumer the harmful effects of the product.

During the 1970s and early 1980s much of consumer behavior research focused on the consumer decision-making process. From the decision-making perspective, purchasing is viewed as a problem-solving activity in which consumers move through a series of stages in order to solve a problem. The stages include problem recognition, information search, alternative evaluation, choice, and post purchase evaluation. The vast amount of research performed on consumer search, attitude models, consumer choice, and high and low involvement information processing illustrates the decision making perspective's domain.

Print advertising by Mercedes-Benz illustrates a promotional campaign built around the decision making approach. The ads are lengthy and contain a great deal of technical information about the cars. The use of such ads makes sense because of the high involvement processing that many consumers perform prior to buying a car in that price range and because of the general characteristics of the Mercedes target market. An emphasis on consumer decision making, however, may result in managers focusing on a narrow set of factors influencing consumer purchases, such as the tangible benefits and the objective features of products. The narrow emphasis may result in the inadvertent neglect of other important aspects of buying behavior, such as affect and the impact of the environment on purchasing. For this reason and others, two additional perspectives on consumer purchase behavior are proposed — the experiential and the behavioral influence.

Interestingly enough, contradicting Wogalter et al.'s (1987) study, severity of injury alone was not an important factor in determining whether subjects noticed, read or recalled the warning. Results in fact unexpectedly showed that those who perceived greater severity of injury actually complied less than those who felt less severity of injury would occur. What did seem important, with respect to compliance with the warning, were familiarity and personal injury in using the tool.

One area of warning research has addressed users' perceptions of consumer products. Warning effectiveness may be influenced by the perception of "hazard" or "danger" of the product: the more dangerous a product is perceived, the more cautious an individual will be. For instance, Godfrey, Allender, Laughery, and Smith (1983) found the more hazardous a subject perceived a product, the greater chance the subject will look for a

warning. Another study conducted by Wogalter, Desaulniers and Brelsford (1986) also found subjects would be more willing to read a warning on a product perceived to be hazardous. From these studies, the more individuals perceived the product to be hazardous, the more cautious they may be when using the product. Unfortunately most of the data from these studies have been collected from surveys and questionnaires, and have not been validated or verified through task performance. With the exception of a few studies (for example, Strawbridge, 1986; Wogalter, Godfrey, Fontenelle, Desaulniers, Rothstein, and Laughery, 1987) behavioral research involving observations of people actually using products are scarce.

Research suggests that emotional reactions to graphic warnings like worry and cognitive responses like perceptions of believability mediate the warnings' impact on smokers' risk perceptions and feelings about quitting (Emery, Romer, Sheerin, Jamieson, & Peters, 2014). A recent randomised clinical trial further demonstrated that the negative emotions elicited by graphic warning labels influenced smokers through three simultaneous but distinct processes (Evans et al., 2015; Peters, 2006; Peters, Lipkus, & Diefenbach, 2006). In it, smokers who viewed graphic vs. text-only warnings reported more negative feelings about smoking. This negative emotion served as information about the increased health risks posed by smoking and acted to motivate quit intentions. It also served as a spotlight, encouraging smokers to look closely at the risk information on the labels and increasing their perceived credibility, which ultimately led to heightened risk perceptions and quit intentions.

The finding that graphic warning-elicited emotion can influence risk perceptions and quit intentions by acting as a spotlight (Evans et al., 2015) is important as it represents the first demonstration that graphic warnings elicit 'thoughtful' processes. Multi-process theories of attitude change such as the Elaboration Likelihood Model (Petty & Cacioppo, 1986) hold that evaluations formed after careful consideration of information are more predictive of behaviour (Petty, Cacioppo, & Schumann, 1983; Sivacek & Crano, 1982) than those formed in a relatively thoughtless manner, making this spotlight effect potentially important for long-term quitting.

However, thinking carefully about health messages like graphic warnings may not only lead to increased risk perceptions and quit intentions. When people are motivated and able (Petty & Cacioppo, 1986), they scrutinise information more that opposes their

viewpoints (Edwards & Smith, 1996), generate more counter-arguments towards these disagreeable messages (Brock, 1967), and identify more alternative explanations for the threatening information (Ditto & Lopez, 1992). Smoking presents an interesting case due to the mixed relationship smokers have with their smoking. Most smokers understand that it is dangerous, they want to quit and, they report that, if given the opportunity, they would not have started smoking in the first place (Slovic, 2001). Thus, the graphic warning message contains information with which the smoker agrees such that greater scrutiny is likely to increase risk perceptions (e.g. Evans et al., 2015). However, smoking can also be enjoyable (Fidler & West, 2009) and quitting is remarkably difficult (Centers for Disease Control & Prevention, 2011). As a result, the graphic warning message simultaneously contains information that the smoker does not want to hear, potentially increasing feelings of ambivalence. Although ambivalence can motivate careful consideration of information to reduce the ambivalence (Clark, Wegener, & Fabrigar, 2008), no research has examined the possibility that this scrutiny may counter message effectiveness in the context of health messages like cigarette graphic warnings. Thus, although the negative emotions elicited by cigarette graphic warning labels may encourage smokers to think more carefully and perceive greater risk from cigarettes, it may also motivate cognitions which cause unintended effects. We examined possible unintended effects on beliefs about smoking myths and the relative safety of cigarettes vs. other tobacco products.

Smokers tend to be unrealistically optimistic about their chances of experiencing smoking-related negative health effects such as lung cancer (Weinstein, Marcus, & Moser, 2005; Weinstein, Slovic, & Gibson, 2004; Williams & Clarke, 1997). One reason for this finding may be that substantial proportions of smokers endorse various risk-minimising beliefs about smoking (Weinstein et al., 2005). For example, many smokers believe that exercise and vitamins can undo the negative effects of smoking (Rutten, Augustson, Moser, Beckjord, & Hesse, 2008; Weinstein et al., 2005). To date, no research has explored the impact of cigarette graphic warning labels on endorsement of smoking myths. Emotional reactions to graphic vs. text-only warnings may act as information to directly decrease smoking myth endorsement. In addition, the negative emotion may act as a spotlight and cause greater scrutiny of the warnings (Evans et al., 2015) which leads smokers to endorse smoking myths as a way to dismiss the threat

depicted in the warnings while still believing the warnings (Ditto & Lopez, 1992). Although smoking risk perceptions and myth endorsement should be inversely related because people are motivated to hold consistent attitudes (Festinger, 1957; Heider, 1958), the negative emotion caused by graphic warnings may simultaneously increase smokers' risk perceptions and need to dismiss the threat by endorsing more smoking myths.

In psychology, reactance theory (J. W. Brehm, 1966, 1972; S. S. Brehm & Brehm, 1981; Wicklund, 1974) is based on this forbidden fruit idea. According to reactance theory, when an individual's freedom to engage in a particular behavior is threatened or eliminated, the individual will experience psychological reactance—an unpleasant motivational state that consists of pressures to re-establish the threatened or lost freedom. One method of re-establishing the freedom is to engage in the proscribed behavior. Social influence attempts can therefore backfire, in that pressure toward change created by the influence agent may induce the person to move in the direction opposite from the influence effort, sometimes called a "boomerang effect." Thus, if consumers perceive warning labels as a restriction on their freedom to use a given product, then reactance theory would predict that the labels will make consumers want the product even more. Warning labels should be especially likely to backfire if the warning is issued by an authoritative source (e.g., the U.S. Surgeon General), because messages from authoritative sources produce more pressure to comply with the behavioral admonition (e.g., Wicklund, 1974).

Whether a warning label makes a product a forbidden fruit or a tainted fruit may depend on the nature of the product. If the harmful effects of the product are wellknown, then an information label might be just as effective as a warning label. If the warning label arouses reactance in consumers, then an information label could be even more effective than a warning label. For products such as fatty foods, for example, it might not be necessary to warn consumers. Not only do high fat foods contribute to the development of obesity, but they also increase the risk of cardiovascular disease, stroke, cancer, hypertension, diabetes, and other degenerative diseases (e.g., Gershoff, 1995; Williams & Worthington-Roberts, 1996). Americans spend more than \$30 billion each year trying to lose weight by dieting (Miller, 1989). Most people are well aware that dietary fat also increases the risk of cardiovascular and other diseases (e.g., Jones, Greaves, &

Iliffe, 1992). Thus, it may be enough to simply inform consumers about the product's fat content rather than warn them about what foods they should avoid.

Several studies have evaluated the effectiveness of graphic warnings, in which smoking was discouraged (Hammond, 2011). Evidence from population-based surveys, together with empirical research, showed that graphic warnings—particularly large, prominent, and comprehensive warnings are effective in discouraging smoking initiation (European Commission, 2009; Vardavas et al., 2009) and encouraging smoking cessation (Hammond et al., 2003; Miller et al., 2009). A number of Canadian studies found that pictorial cigarette health warnings are effective (e.g., Hammond et al., 2003, 2004; Health Canada, 2001). Empirical evidence from other countries (e.g., Health Promotion Board, 2004; Li & Grigg, 2009; Miller et al., 2009; Nascimento et al., 2008; Vardavas et al., 2009; Webster & Wakefield, 2008) and cross-country studies (e.g., Borland et al., 2009; Givel, 2007; Hammond et al., 2006, 2007) have shown that graphic health warnings are effective. For example, in Australia, Miller et al. (2009) noted that the call volume to the help quitline increased following the introduction of warning messages on cigarette packs. In Singapore, 47% of smokers reported decreased cigarette consumption after pictorial warning labels were introduced (Health Promotion Board, 2004).

Research has shown that graphic warnings were more effective than text-only messages. Graphic warnings induced a greater emotional response, were more likely to retain their salience over time, and increased awareness of health risks, compared with text warnings (Hammond et al., 2006; Hammond, 2011). Similarly, cross-country studies found that large and graphic health warning images were more effective in stimulating cognitive reactions (i.e., quit intentions as a result of increased knowledge of the health risks of smoking) compared with text-only warnings (Borland et al., 2009; Hammond et al., 2006, 2007). Givel (2007) compared Canadian cigarette pictorial warning labels to the U.S. text-only messages and found Canadian pictorial labels to be more effective in promoting smoking cessation. There is also evidence that graphic warnings supplement other tobacco-control measures to discourage smoking. For example, Chang et al. (2011) found that the implementation of Taiwan's graphic cigarette warning labels, in combination with smoke-free laws, were effective in increasing awareness of the harmful effects of smoking and thoughts of cessation.

Similarly, Brennan et al. (2011) found evidence of complementary effects between graphic warnings and television advertisement in increasing the knowledge of the health risks of smoking and motivating smoking cessation in Australia. There is substantial literature that graphic tobacco warnings are effective; however, there is limited evidence based on actual smoking behavior. Previous studies have relied on respondents' answers to questions about the graphic health warnings to determine their effectiveness. Some of the measures of effectiveness include desire to quit, increased health knowledge of tobacco risks, ability to recall the messages, and self-reported effectiveness. Although these measures may predict future behavior, subjects tend to provide logical responses to questions that involve an appeal to fear. These answers may not reflect actual behavior and hence may not provide an objective assessment of the effect of graphic warnings (Hastings et al., 2004; Ruiter & Kok, 2005). Accordingly, this study takes a different approach by using survey data that have smoking-related information without any health warning questions. The objective of this paper is to assess the effect of graphic cigarette warning labels on actual smoking behavior.

Many products on the market entail residual risks. Pharmaceutical drugs, pesticides, commonly-used chemicals, household cleaners, tobacco products, cosmetics, prepared foods, useable appliances and tools are examples of such products (Hieke and Taylor 2012; Earle and Cvetkovich 1995). In consumer markets, regulatory measures play a key role in helping and protecting customers, given that producers are generally willing to keep silent about potentially harmful aspects of their products (Chen, Ganesan, and Liu 2009). Thus, it is important to examine the impact of potential public policy measures prior to legislation or enactment (Bhalla and Lastovicka 1984).

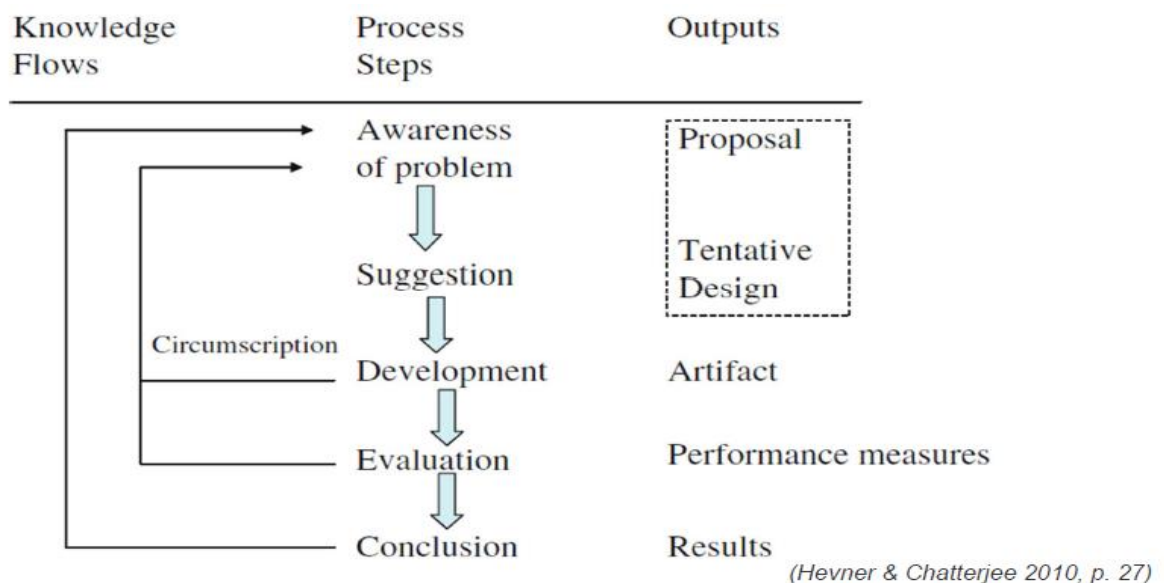
In recent years, warning labels have become increasingly subject to regulation and litigation, due to changing dietary guidelines or health and environmental concerns. Hence, application of warning labels has spread from the traditional tobacco and alcohol products to a variety of other categories such as food, environment, and pharmaceuticals. For example, the California Senate recently passed a bill requiring sugary soft drinks to carry warnings of obesity, diabetes, and tooth decay (California Centre for Public Health Advocacy 2015).

CHAPTER 3- METHODOLOGY

To achieve the above-mentioned objectives, qualitative research was conducted. This research is normally conducted when the problem is not clearly studied, it establishes priorities, develops effective characterizations and expand the ultimate research design. It also helps in determining finest research design, help in collection of data and how to select the subjects.

In this section, population that was targeted, design of the research, and abundant methods of the collecting data is added. Sampling frame and how data was collected is also included in this section.

3.1 General Research Framework



3.2 Research Philosophy

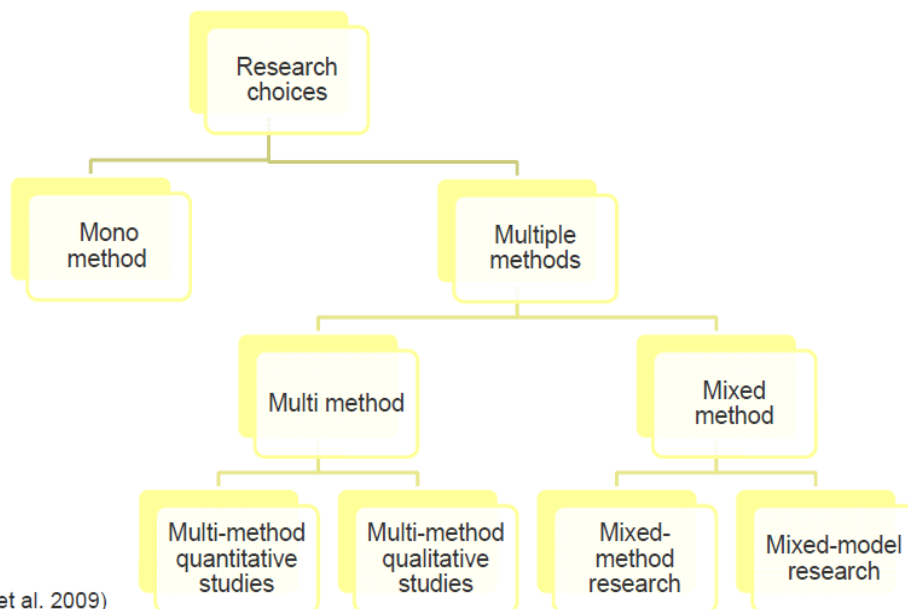
The research philosophy that was used in this research is interpretivism. An interpretivist thinks that it is important to realize differences among humans in our parts as social actors. It helps to recognize the world from social actors' point of view, different identifications are probable and thus are subjective. This study was done through in depth interviews that's why interpretivism was used. As according to interpretivist approach, it is important for the researcher as a social actor to appreciate differences between people. This approach was adopted because the respondents were

of different gender, profession and age group. And according to this approach, people cannot be separated from their knowledge; therefore there is a clear link between the researcher and research subject. Another positive aspect of using this approach is that primary data generated via Interpretivism studies might be associated with a high level of validity because data in such studies tends to be trustworthy and honest.

3.3 Research Strategy

As this study was qualitative in which the researchers focus on understanding the important characteristics of typically small data sample, that's why we used interviews strategy in this study. Strategy and approach are same things.

3.4 Research Choices



(Saunders et al. 2009)

(Saunders et al. 2009)

3.5 Time Horizon

The Time Horizon is the time context in which the study is envisioned for accomplishment (Saunders et al., 2007). There are two types of time horizons are itemized within the research onion: the cross sectional and the longitudinal (Bryman, 2012). This research was a cross-sectional research design. Cross-sectional data, or a cross section of a study population is a type of data collected by observing many

subjects (such as individuals, firms, countries, or regions) at the same point of time, or without regard to differences in time. (Goddard & Melville, 2004). To study change and development, cross sectional time horizon is very beneficial. The time horizon designated is not reliant on a specific research method or policy (Saunders et al., 2007). Data required for this research will be collected in a single go and within a specific time frame.

3.6 Primary Data Collection

As it's a primary data research and a case of twin cities (Islamabad/Rawalpindi) so data was collected from these cities. Focus was the shopping malls, universities and general public of Islamabad and Rawalpindi. Other than this data was collected from house wives as well as the working women.

3.7 Relationship with Social Marketing Theories

As this research is based on consumer buying behavior and warning messages. So, this can be related with the Protection Motivation Theory. This theory was initially established to test how fear prejudiced people to change their health manners. (Rogers, R.W. (1983). Mental and physical methods in fear appeals and attitude change: A revised theory of protection motivation. In J. Cacioppo & R. Petty (Eds.), Social Psychophysiology. New York: Guilford Press (Rogers (1983) then improved it to be a more influential means of fluctuating behaviors. They narrate the risk evaluation and the survival assessments:

- Danger:
 - The severity of the disease.
 - My weakness of diminishing the disease (or it's getting worst).
- Handling:
 - Self-confidence to change this health behavior.
 - Response efficiency is significant what and how to change.
- Protection Enthusiasm: the evaluation of the danger and handling mechanism will tend an individual to a behavioral Intent.
- Caring behavior: this is the favorite behavioral model considered by the healthcare experts.

3.8 Population

To achieve our objectives, we specified our target populations. For this purpose, we targeted those customers who have had accessed to both print and electronic media, and possess knowledge of general as well as aware with famous brands. It was focused that respondents were those who usually make purchases, not those who occasionally visit market places.

3.9 Sample Size

Different researchers suggested the different sample size for the qualitative research, like, Glaser and Strauss (1967) recommended the idea of saturation for suitable sample size in qualitative studies. Creswell (1998) suggested the sample size of 20-30 interviews. Still most of the researchers believe that there are no rules to be followed while determining the sample size. According to them this can be determined by the time allotted, available means and objectives of the research (Patton, 1990).

For this purpose in order to get the required data 36 peoples were interviewed and those are purely based on individuals. Among those 36, only 20 were aware with warning labels that's why 16 others were excluded.

3.10 Data Collection Method

As this is a primary research so the data was collected in form of individual based in depth interviews. Questions that were asked were open ended questions. Questions were made by conducting a pilot study and base of the questionnaire. Godfrey et. Al. (1983) conducted a similar study, in which the experiments were performed in order to check whether the consumer bother to look the warning messages. Pilot study that was conducted, presented the following outcomes,

The interview was of 60 seconds and was conducted in a famous shopping mall of Islamabad/Rawalpindi. Initially the target was of only 8 persons but then it was decided to conduct that interview with 13 peoples, including 4 females, 9 males including 2 married couples. All were of 20-45 years of age group.

The purpose of this interview was to know that whether the buyer bother to see the warning labels on the products they have purchased or willing to purchase. This was

done in context of the article namely “**Warning messages: will the consumer bother to look**” by Sandra S. Godfrey and Laurel Allender Rice University, Houston, Texas that was published in 1983. The question that was asked to all the 13 participants was “What thing do you notice the most in a product while making a purchase or after purchase?”

From this interview, it was concluded that very less people notice the labels on the product they go to purchase. That’s why most of the them may face harmful results after not using those products properly. Some of them said that when they go to purchase something new for the first time then they check out the label of that product. One of them said that people who are literate mostly check the label of the product either they are the regular user of that product or using it for the first time. It was noticed that females of any age are more curious about the product, its quality and price as well. Although among the participants females said that they usually don’t go for the label but most of them accepted that they usually check the product properly before purchasing especially products related to the children. Females who were with their husbands told that when they go for shopping with their husbands, mostly they don’t check the labels but their husbands.

But the final results were that 40%-50% don’t bother to notice or read the warning labels or even labels on the product.

3.11 Data Analysis

Ryan (2006) stated that, qualitative study involves interpreting the values of people’s expressions and their actions. Sometimes, this information might be recognized while from time to time the researchers have to reveal it afore the readers. He also states that analysis also helps us to extract the findings from the data. Its whole process needs to be organized, deduced, deliberated, reviewed and testified.

3.11.1 Thematic Analysis

Normally this approach is adopted to analyze the data. It’s broadly used in qualitative study (Boyatzis, 1998; Braun and Clarke, 2006). This type of analysis supports in

categorizing, enlightening, evaluating and in reporting models. Two ways can be used to observe data from thematic phase. These are inductive methods, in which codes are assigned to the data obtained by the researcher in order to fit the data into a already established coding structure. Usually, thematic study provides a clarification and explanation of questions often relevant to the prior researches which are stated in the literature review (Braun and Clarke, 2006)

It's an absolute qualitative research, thus only inductive method was used for producing codes. This method permits the authorizations of themes with the assistance of current method of data and interviews with respondents suitable for general questions of this study. Few phases of thematic study can be:

3.11.2 Transcription

It is renovating vocalized and behavior philological into written demonstration (Mayring, 2014). There can be a number of ways to set data into transcribed form with respect to treaties of transcription. In this research data is put into transcript form, to make it smoother verbatim transcript (Marying 2014). In this transcription each and each activity is recorded that was observed during the interviews of the respondents, like yes/no, umm, ahan, Nope etc. The reason to add such emotions in transcriptions in to make it simpler and give it an originality.

3.11.3 Familiarization

Qualitative data is always considered as a complex data which may contains different procedures like interviews, debates, records, and audio recordings. When researcher have data that is available in several forms, he will read written form and listen the audios with full concentration to get his desired results (Pope, et.al. 2000). This all is done at least twice just to make himself familiar with the data that is presented to the researcher. (Braun and Clarke, 2006). And one of the most important fact is to search for the desired meaning and models that are used during the research.

CHAPTER 4- DATA ANALYSIS

Process of the data Analysis

- Interviews
- Transcriptions verbatim
- Translations and Summarizing
- Keywords
- Analysis

Interviews

In order to collect the data, 36 peoples were interviewed, but only 20 were included because remaining were not aware of this phrase.

Transcriptions Verbatim

Data that was collected was transcribed word by word, as it was happened during the interview.

Translation and Summarizing

That transcribed data was then translated, in order to get the most specific results.

Keywords

Keywords which were repeated during the interviews of the each respondent, were then extracted from that translated data.

Analysis

The extracted keywords were then analyzed to get the final result.

4.1 Keywords and their Explanations

Respondents	Keywords			
	Understanding and directions	Consumption pattern and behavior	Product type and situations	Gender Influence
R1 (Tahir Masood)	Warning messages are precautions. But after observation it can be more easily understandable.	When someone experience something then his/her consumption pattern changes and behavior as well.	It doesn't matter what type of product is but if it comes to health then its really matter.	When discussed with family, they all agreed to be more concerned.

Respondents	Keywords			
	Understanding and directions	Consumption pattern and behavior	Product type and situations	Gender Influence
R2 (Miss Nudrat)	These are written labels or something that typically warns the end user to help him to use the product with care.	Don't change until unless someone face any bad experience.	Eatables matters a lot, especially once faced any mishap.	Female are more concerned.
R3 (Miss Ayesha Sundas)	These are the directions which typically tell you how to use the product.	Consumption pattern affects but for the next time purchase that particular product and use it with more care.	Eatables are the one of the most important things that should be use with the care.	Gender doesn't affects as in this fast moving era no one is that much concerned with such things.
R4 (Mr. Khurram Ellahe)	Cautions and directions that are written over the products that how to use it and for whom that product is designed	In case of the products that are for self-use, then consumption pattern doesn't affect but in case of the products related to children then definitely consumption pattern changes and the behavioral changes also may occur.	Toys and the eatables for the children. Those eatables of any kind.	More concerned about the kids and the products that are to be used for them.
R5 (Afzal Balti)	No idea and so never bother to look at those.	If something happens then for the next time either the alternate will be preferred or the product will be used with care.	More concerned with the products for the children	Kids are more important than all of us.
R6 (Laiq Baig)	Never happened to look at such types of the labels.	Doesn't affect neither consumption pattern nor behavior.	As no effect on consumption or behavior, so product or situation doesn't matter.	Self comes first.

Respondents	Keywords			
	Understanding and directions	Consumption pattern and behavior	Product type and situations	Gender Influence
R7 (Shahida Anwar)	Some kind of pictures or phrases that are written on the product in hand.	Consumption pattern and behavior only affects if someone experience something bad.	Product can be any, but if it's hazardous then obviously one should use it with care.	Everyone is concerned, both male and female.
R8 (Miss Ayesha Mateen)	Directions or precautions that are for the user to use the product with care.	Consumption pattern and behavior can only change when you have a bad experience of anything in the past.	Every product that is used in our daily routine matters. But eatables and electronics matters a lot.	Females are more concerned with such type of things.
R9 (Miss Aneesa Naureen)	Didn't have any idea but labels that's are on every product we use contains some directions.	Observation and experiences of others can influence someone to change the consumption pattern and behavior.	Household and electronic products experiences are the leading products	Everyone should be curious about such things, irrespective of gender.
R10 (Mobeen Sheikh)	Labels on the electronic product that showing the exact and safest mode to use those products.	In case of the electronic products, when there is prominently mentioned that wrong use of this product can lead to severe loss will definitely change the consumption and behavior.	Electronics are hazardous and must be used with care, especially that are to be used occasionally	Everyone concerned, a part of age.
R11 (Aqeel Ahmed Ch.)	Signs, directions or instructions on the product that someone going to purchase.	When someone come to know about something that naturally change his/her behavior will lead to change his/her	Clothing and eatables are the product that should be critically observed while buying or before using.	Apart from gender specification, everyone should be careful.

Respondents	Keywords			
	Understanding and directions	Consumption pattern and behavior	Product type and situations	Gender Influence
		consumption pattern.		
R12 (AhsanUllah Khan)	Something like precautionary measures or that can be helpful for users even before using any product.	If someone is a loyal customer to any brand then it's almost impossible to change his/her consumption pattern or behavior.	Eatables and medicines comes at the top, for which one must be careful.	Kids among us and the people of age more than 40 years.
R13 (Waqar Abbasi)	Messages for the individuals to let them know the pros and cons of the product.	Consumption pattern of anyone can only change in case of the eatables items.	Few people are more concerned with the eatable items.	When someone is curious about health, then gender doesn't matter.
R14 (Hira Noor)	Labels on clothes, directions on medicine, and manuals with electronics can be considered as	Consumption pattern on household can vary and also can change anyone's behavior if that person heard about any mishap or bad experience.	Kitchen stuff that is used on daily basis. Like the product for the microwave oven etc.	People of young age are more concerned, whoever he or she is.
R15 (Abida Naureen)	Labels mentioning the right way to use the product,	Consumption pattern in case of clothing, eatables and the medicines can only change if you experience something bad or observe such things.	Medicines, Clothing and eatables are the main products and the labels on these should be noticed critically.	Gender cannot influence in such things, these are built in things.
R16 (Sundas Junaid)	Pictorial messages on the flammable items, mentioning that if this particular product will not be used in a right way can lead to a great loss.	Both the consumption pattern and behavior don't change in the society we are living in.	Whatever the product is. Such labels are although there but very less people will notice those.	A very less number of people who are aware of such labels importance will go for such things.

Respondents	Keywords			
	Understanding and directions	Consumption pattern and behavior	Product type and situations	Gender Influence
R17 (Zukhrif Jamil)	Precautions or directions that are printed on each and every product to use that in a safer way.	These kind of label are normally ignored so doesn't affect the behavior.	Whatever the product is, normally these labels are ignored.	As these are normally ignored so gender influence is almost zero.
R18 (Mubashrah Malik)	Don't have any idea but labels that's are on every product we use contains some directions.	Observation and experiences of others can influence someone to change the consumption pattern and behavior.	Household and electronic products experiences are the leading products	Everyone should be curious about such things, irrespective of gender.
R19 (Ghulam Shabir Khosa)	Manufacturing or Expiry dates on eatables or medicines can be considered as warning labels.	People of age more than 45 don't bother to notice such things and so as that, their behavior don't change.	Just use to check out these labels or messages on medicines, and that's rare case.	No effect of gender influence.
R20 (Shahnaz Akhter)	Labels on each and everything that is in our daily routine, showing the direction for the usage of that particular product,	Consumption pattern change and behavior varies if and only if someone experience something that lead to some or greater loss.	Each and everything but especially in eatable and medicines.	There is a great gender influence related to such labels.

After conducting the in depth interviews of number of respondents (sample size 36, from which 16 respondents didn't know about these labels, that's why they were excluded. Respondents who were aware with this were interviews), Qualitative analyses is used. Which usually require a lesser sample size as compared to the quantitative analyses. Its size should be large enough to get opinion for most or all views. Finding most or all of the views will lead to the execution of saturation. It follows when adding up additional contributors to the study doesn't conclude in extra

viewpoints or info. Glaser and Strauss (1967) recommended the idea of saturation for attaining a suitable sample size in these kind of research.

For this purpose following keywords were found suitable for the analysis,

4.2 Understanding and Directions

When the respondents were asked about the understanding of the warning messages. Most of them were aware of this word but with a different name, but when this was explained then almost all of them told that they are aware of this word with a different name. Like few of them said that recently they faced any incident that compelled them to notice the warning labels.

4.3 Consumption Pattern and Behavior

When the respondents were asked that after noticing any warning messages, or even after experiencing anything that was related to warning labels or messages which caused them a loss. Was there any change in consumption pattern and any kind of behavioral change? In response of this few concluded that still they don't need to be concerned with these kind of labels. And if sometime they face with something like that, then either they switch to alternate, otherwise use that particular product with more care. Others said that they will first refer to the manual of product or the label that is on the product to check whether the product was used as per instructions given on the product or not. Otherwise they too will switch to any alternate.

4.4 Product Type and Situations

All the respondents agreed upon that in case of eatables and the electronic gadgets must be used with care. Even most of them said that before use of the eatables, one must focus on the expiry dates and the ingredients of the product and for the electronics, everyone should check the manuals provided with the product. Apart from of the eatable and electronic products, people are also more curious about the medicine as well.

4.5 Gender Influence

It was observed that the respondents of young age (20-30 age group) do not care about such things, until unless they face any bad experience. And the people of age group (35+) they do not even bother to notice such labels.

In case of the gender, females are more concerned with such type of things. As they need to interact with the households items, eatables, and medicines etc. So that purpose they are more curious about such type of labels.

CHAPTER 5- DISCUSSION AND CONCLUSION

5.1 Discussion

When the 20 respondents from Rawalpindi/Islamabad were interviewed, these respondents irrespective of profession and gender were agreed that the society we are living don't bother to notice the warning labels. According to the data collected from the interviews data, females either they were house wives or the professional were not aware of the warning messages, but when they were introduced with this terminology then they said that either they notice the warning labels or not. Other than this the females of age 20-29 were not that much curious about these labels. But the women above age 40 who were married and either working women or house wives were found more concerned.

The people who were interviewed were agreed that if someone face any mishap. That incident definitely change their consumption pattern. This was noticed that whoever talked about the consumer behavior, had experienced something like that, which changed their consumption pattern. Especially in the case of females, who faced something related to health and the household items. According to them, all such type of things happen just because of not checking out the labels, manuals or the booklets that are provided with the items.

People of age group 20-30 (both male and females) are little bit more curious about such things, the reason is because of media involvement in almost each and every aspect of life. People who are married usually don't care about any of these such things, until unless the case is of their kids. This was noted that married couples either male or female are extremely curious about their kids. People who are above the age of 40 years usually don't care about these type of the things, until unless they too face any kind of bad experience. Apart from all these, women of any age group are more concerned about such labels, just because they may need to face such things a lot in their daily routine.

5.2 Conclusion

By this study it was found that all of the respondents were aware with the warning labels, but with a different name. When they were told a little bit about the warning

labels, then they all agreed that most of us are aware with these labels but one will only follow these, whenever they face any mishap. Just because as we look at the data that was obtained after interviewed. Most of the respondents said that first they never use to give that much importance to the warning labels but later on, if they face something that hurt them, will change or changed their consumption pattern, especially in the case of the females of any age or profession. The obtained results are reliable with the conclusions of Wright, Creighton and Threlfall (1982), in which people who were part of the experiment, which they conducted, stated themselves to be less expected to notice and read the directions on products used very often. A number of researches revealed that recurrent experience or observation to the similar inducement changes the way in which we react to that incentive to warning messages on unsafe goods or products.

5.3 Recommendations

By this study it is proved that although warning labels have a greater impact on the consumer buying behavior, but that impact is only applicable when one face any incident that lead them to change the consumption pattern. But the thing that if only if they have faced any incident that change their consumption pattern or by observation. But if anyone notice those warning labels, still usually most of us face horrible results. This is because consumers normally ignore those labels even after noticing it that is they don't use the product in hand as per instructions given on the product.

In order to minimize these incidents,

- Marketers need to identify these by launching different campaigns, as per the need of the areas that is their target market.
- Marketers should critically focus on media in order to realize the consumers that how much it can be harmful if the product is not used properly as per the instructions.
- Apart from above points, marketers should strictly focus on clearly mentioning the warning labels on each and every product, because most of the respondents of this study agreed that because of not clearly mentioned the warning labels, many people could not notice the labels that easily.

- Advertisers should also inform the consumers to check out such labels even before purchasing the products, either they are purchase it for the very first time or a regular user.

BIBLIOGRAPHY

Appendix-I

Questionnaire

- 1) What do you understand by warning messages?
- 2) How many times do you go for shopping in a month?
- 3) On a label of the product , which thig fascinate you the most:
 - a. Price
 - b. Quality
 - c. Quantity
 - d. Label
 - e. Packaging
- 4) How many times you have noticed the warning signs/labels?
- 5) Is there any behavioral change after noticing warning labels for certain products?
- 6) Did you buy that product again after experiencing something bad?
- 7) What was the last product you purchased and did you notice what was warning sign and its contents?
- 8) Was warning message understandable?
- 9) What do you think that, do pictorial have more impact or the phrases?
- 10) Can warning messages play a vital role in changing the life style?
- 11) Any incident that you think can encourage the others to notice and read warning messages every time they purchase?
- 12) Did you switched to any other product after experiencing any incident?
- 13) What do you think that how that product can affect your health or people nearby you if you consume that product?

Appendix-II

Profiles of the Respondents

Respondents	Gender	Age	Qualification	Profession
R1 (Tahir Masood)	Male	40	MBA	Entrepreneur
R2 (Miss Nudrat)	Female	21	LLB	LLB Student
R3 (Miss Ayesha Sundas)	Female	25	BS(Psychology)	Student
R4 (Mr. Khurram Ellahe)	Male	27	PhD Scholar	Lecturer, Mentor
R5 (Afzal Balti)	Male	25	Graduate	Lab Attendent
R6 (Laiq Baig)	Male	27	MBA	Astt Manager
R7 (Shahida Anwar)	Female	47	Masters	Teacher
R8 (Miss Ayesha Mateen)	Female	26	BS	MBA(Student)
R9 (Miss Aneesa Naureen)	Female	24	LLB	Student
R10 (Mobeen Sheikh)	Male	36	MBA	Manager
R11 (Aqeel Ahmed Ch.)	Male	27	MPhil	Lecturer
R12 (AhsanUllah Khan)	Male	48	MBA	Senior Manager
R13 (Waqar Abbasi)	Male	29	MBA	Manager
R14 (Hira Noor)	Female	24	MBA	Student
R15 (Abida Naureen)	Female	28	Mphil	Phd Scholar
R16 (Sundas Junaid)	Female	27	BS	Job Holder
R17 (Zukhrif Jamil)	Female	25	MS	Student
R18 (Mubashrah Malik)	Female	25	MBA	Student
R19 (Ghulam Shabir Khosa)	Male	52	MBA	Manager
R20 (Shahnaz Akhter)	Female	49	Masters	Teacher

Appendix-III

Transcriptions

Respondent 1.

Name	Gender	Age	Education	Profession
Mr. Tahir Masood	Male	40+	MBA	Entrepreneur, Lecturer

Khawar: Sir basically my topic is “Impact of warning messages on consumer buying behavior”, most probably you will have idea of warning messages, which are also known as warning labels and warning signs as well?

Mr. Tahir: Any examples, one or two?

(Khawar interrupted)

Khawar: For example sir, few weeks back a video was gone viral about a child, video was the based on the scene of the birthday party. When birthday child tried to blow the candle, the rest of the people sprayed the ice spray over him (Mr. Tahir: Hmmm). When the ice spray spread on his head, his head catches fire. The ice spray flask properly mentions that it which type of the chemicals this contains, and it’s a highly flammable, keep it away from the fire, but still what we should say that it’s our bad luck that we normally ignore such type of hazards especially in Pakistani scenario. For that purpose I am trying to study that there is how many people who take the effect of such things and take them serious or not?

Well, before we start the interview, can you please tell me how many times do you go for purchases in daily routine or it’s a monthly based, any type of shopping?

Mr. Tahir: I think most of the time we use to go for shopping, its not a frequent but for different products we go for shopping occasionally.

Khawar: nah nah

Mr. Tahir: Might be ten times a months, it usually happens.

Khawar: Do you go to shop something specific like grocery or.....!!?

Mr. Tahir: Yes grocery, sometimes garments, medicines aaaahhh etc.

Khawar: so sir whenever you go to shop something in market, do you have that much time to take a look at its other things other than price, like quality, quantity, packaging or labels etc.

Mr Tahir: yeah, normally whenever I need to make a comparison then definitely I check all the things.

Khawar: Ok ok (smiled)

Tahir: what's its gram age?

Khawar: Ok

Tahir: what's its pricing? And when you need to have a comparison between different brands, then each time I go for all these things you have mentioned.

Khawar: Right sir, then whenever your use to compare such brands, have you ever noticed warning messages..!!

Tahir: Look, warning messages...if you go for them then they usually are not on the labels of the product, most of them are at the leaflet.

Khawar: Alright

Tahir: They are not on the label of the product, unless its really an important

Khawar: Ok ok

Tahir: otherwise...I...I don't see that what and how many messages are written overt there.

Khawar: Hmm ok

Tahir: and if those are on the label of the product, they (manufacturer) never make it prominent.

Khawar: Of course you are right.

Tahir: and secondly, the products which are directly related to the consumers, and if you ask specifically about me then you can say that yes we can read it, and understand it as well. But how many people can understand it...Very less people because they may face language barrier, that in which language its written, either in Urdu or English. One more thing that if you can't highlight it, like if we take example of medicine, normally in its Ad, they usually say it very quick, that you need to consult doctor and bla bla. And if we talk about the consumer items, then there is very rare awareness of the product's warning messages.

Khawar: Right, if you take you own case, as you said that usually go for shopping 10 to 12 times in a single month, then how many times you care about such things.

Tahir: No, I don't think so... first of all its not written over the FMCG's, the warning labels is not mentioned. Yeah if you ask about the medicines then we go for leaflets as well.

Khawar: (Smiled) yeah I was about the same question.

Tahir: When it comes to health, then definitely I am more concerned, in that case I surely go for leaflet as well, that what are its side effects

Khawar: Anything that is coming in your mind right now, especially medicine that you used and checked out its warning labels....!!

Tahir: Ok let me tell you an example, not related to medicine but a general category product. We use tooth paste, do u have any idea that there is always a code over there, at the bottom.

Khawar: yes, but I guess that is color not code. That is normally red, black or green

Tahir: Green....yes. I noticed that color most of time but never tried to explore what exactly that is. Other than this, this was never written over the paste tube something like that explains it. Few weeks ago I received a video.

Khawar smiled.

Tahir: after receiving that video I realized,

Khawar: yes, either it contains chemicals, or made up of any natural thing. (Smiling)

Tahir: Unfortunately, the tubes where it is written that its made up of natural ingredients but at the same the color at the bottom was black.

Khawar smiling

Tahir: although it was written that is made up of the natural ingredients but still it was made from chemicals. If the color is green, the tooth paste is natural. Now what you are communicating, you are communicating he consumer in a wrong way. It's mean you are not allowed to blame a consumer only. The suppliers as well as the manufacturer are communicating in a wrong way. That you betray the consumer in such a way that you say them that it's a natural tooth paste, but you supply them the pure chemical product. Now that's the recent thing I did.

Khawar smiled and said: sir my question was exactly related to this, was the label at that particular product was understandable or not? People like us who have seen that video, for them those warning labels are understandable, (Mr. Tahir interrupted)

Mr. Tahir: let me quote you another example of milk, no one can understand what exactly this milk is, and on the other hand it is given as name of tea whitener, with what ingredients it is made up of. If you write those technical specifications, but do you write those in consumer language? Now basically you are cheating the consumer, by using the technical language but that is not understandable by the general public, that's mean you are cheating. So the tea whitener is a vegetable or considered as the fatty milk. That's why these type things should be used on the consumer end. As per my perception the fault is from supplier side, that do you teach the end user or you just fulfil your responsibility by writing this on the label, and you think that you have performed your duty.

Khawar: but sir as my point of view this is only happening in Pakistan, because one of my friend just returned from UK and he says that in UK there is more than two types

of milk, like one label contains that its pure, second one says it also consist of chemical etc. its means that it is being observed only in Pakistan but in European countries this in banned.

Tahir: no look, in European countries the standards are very tough, and its penalties are also very high. That's the reason Europeans cant even think of mixing, can't think of doing anything wrong because when they sue, they have to face very big problems. Even sometimes the companies are shutdown. This is because they is a proper system, which is strictly followed and that system is emerging in Pakistan. In Pakistan as a consumer we have accepted a lot of things that yeah this is exactly like this is happening,

Khawar: exactly you are right sir.

Tahir: this is reason, now our behavior has changed a lot and we use to buy things without going through them in details. We don't rise our voices against this kind of things, this is the process of revolution. Until unless we will be pass through such things, evaluation is not possible. But campaigns by the regulatory bodies are one the most important that can be played by the government's regulatory bodies that should be performed well. These regulatory bodies should educate the public that what is good and what is bad for the general public. Although they are working but at the level of general public, they should also perform well.

Khawar: how is that possible sir, because people who are sitting the high level are paid with the commissions, and after that they close their eyes, let the things happen, the way they are happening, (said while smiling)

Tahir: No that's not right, look like Punjab Food Authority, they have played a wonderful role. If our chief justice says that I use to drink this dry milk for long time and I was not aware that it was not milk (Both Laughed), they how is that possible that a common man can think like the way Chief justice was thinking. That's why we shouldn't assume that this kind of awareness will be emerged in general public by itself. This is really a wrong assumption. This is basically main duty of regulatory bodies that they should educate the public,

Khawar: few minutes ago we were discussing the tooth paste issue, sir did your consumption pattern changed after being faced such issue?

Tahir: of course, although yet not purchased any tooth paste after seeing that video, but in future whenever I will go for toothpaste I will critically check which one is green.

Khawar: but sir you said that although the color was green but the toothpaste was made up of chemicals.

Tahir: No, the company wrote that the toothpaste is natural but the code at the bottom was black (Khawar laughing)

Khawar: well sir what do you think that the people for whom these warning labels are understandable, do they use to be curious, and do their consumption pattern changes or not?

Tahir: of course they are very concerned. This is because they have many other options, until unless they have no options, if they have options, their consumption pattern will change.

Khawar: sir in your point of the view, visual have more power to attract people or the words which are written? (at this question a lot people laughed at me)

Tahir: Picture

Khawar: but sir in psychologist point of view there are thousands of the meanings of a single picture, do you agree with that?

Tahir: Look whenever you design a picture, and if a children comprehend then its not difficult for anyone to understand it. Because children are more conscious then the elders, whenever they pick up a product they observe it very deeply, if the picture is easily understandable by the children then its mean the picture is communicating its meaning in the right way.

Khawar: sir have you ever experienced anything you found was not suitable for you and your family, then did you look for the alternate? Like if we take example of the toothpaste, today in Pakistan there are a lot of companies which are saying that their toothpaste is 100% natural and pure?

Tahir: yes, now the thing is whenever I will visit market, I will look for the green toothpaste and will check its detailed specifications, after this thing, the next stage can be determined.

Khawar: Sir if we talk about the health science, what do you think that if you start changing consumption pattern of anything? Like if your lower down the consumption of the sugar to avoid the diabetes issues in future, what do you think that the people around will affect them? Will they take this a serious matter and change their pattern as well?

Tahir: of course it matters, like after that toothpaste video, I discussed that with my family and told them in details. They immediately said that this is wrong thing. Educating someone really matters, but imposing things doesn't work normally. Try to convince the people and realize them of wrong or right.

Khawar: Last question sir, like you said that people don't have awareness. Then how people can be educated in this scenario?

Tahir: Major funds of regulatory bodies should be allocated for peoples awareness, so that the primary role is to teach people. As until unless you don't not educate or tell people, then how is that possible for them to act, our assumption is that public will be

get awareness by themselves, no this is wrong. If it so then everyone should be pious. (Khawar smiled) The first thing is to educate the people to give them awareness. We use to say that this is government duty, no the regulatory bodies are established exactly for such purposes.

Khawar: what do u think word of mouth has more affect or how can we prevail these kind of information?

Tahir: one the best source is media, almost 80% of the population is using cell phone. If we can receive messages from FBR then why not such type of awareness messages?

Khawar: Thank you so much sir.

Respondent 2:

Name	Gender	Age	Education	Profession
Miss Nudrat Nawaz	Female	20	LLB	Student

Khawar: I am Khawar Abbas Baloch, student at PIDE in MBA, currently working on my final thesis that is requirement of my degree. For that purpose I am conducting interviews. Basically my topic is “Impact of warning messages on the consumer buying behavior”. Do you have any idea about warning messages? That are commonly known as warning labels, warning signs etc.

Nudrat: no

Khawar: if we talk anything that you purchase in your daily routine, like apparels, eatables or anything, that always contains a tag, and its in container, then there will be label over it,

Nudrat interrupted

Nudrat: like dispose of properly,

Khawar : yeah, dispose of properly, highly flammable, like all those. These are the warning signs. Do you have any idea?

Nudrat: yeah there are such things over there, I know that but these never affected me.

Khawar: ok will talk on this later in this interview, will get informed either these affects you or not,

Nudrat laughed.

Khawar: Well, how many times you go for shopping in a month?

Nudrat: depends, like if there is any event. Then I go for shopping otherwise generally maximum two or three times,

Khawar: ok, when you purchase those things, what use to be your focus while buying those products? By the way which category you focus the most?

Nudrat: okey okey, if you are asking about the routine shopping, like I am living in hostel, so for me canteen shopping etc. for that....

Khawar interrupted

Khawar: no that's not the issue, our main focus is that whatever that product contains like label, tag, or manual. Do you notice all that or read that?

Nuddrat interrupted

Nudrat: Ok, like I go to buy mineral water, chips etc. I guess all these contains warning labels.

Khawar: ok tell me if you go to buy anything what is that thing which fascinate you the most? After price, If I ask you about quality, quantity packaging or labels? What would be your priority?

Nudrat: for me brand name and its packaging fascinate me the most..

Khawar: its mean you are brand conscious, or if someone suggest you to try something new, instead of your own side research, you will go, buy and will start using that product?

Nudrat: of course if something is good in looks I will give it preference,

Khawar: hmm. Ok if something attracts you and its new for you, what would the thing that you will check out in that product?

Nudrat: yeah, if it suits me I will pay for it,

Khawar: what do u mean by suits me, can u please little explain it?

Nudrat: yeah, if its according to my taste, in eatables, and if we talk about the clothes, for me color matters a lot, anyways whatever attracts me, will purchase it. (Said while smiling)

Khawar: look, if I have used something and suggests you, like if we take example of the mineral water, I suggest you Kinley instead of Nestle, that its more pure and its more reliable etc. then what will you do?

Nudrat: yeah I will do whatever you say, well it depends who is suggesting. (Smiled)

Khawar laughed and said, ok who is suggesting.

Khawar: well have you ever tried something, suggested by someone (kehna wala kon hai)

Nudrat: ummm, yeah, if someone is looking pretty in clothes he/she wearing or if someone eating something that attracts me, I shall obviously try.

Khawar: can you share that?

Nudrat: Like I saw my friend was wearing overcoat that attracted me and so I ordered the exact coat for myself. Even I tried that coat. (Said while smiling)

Khawar: that time you didn't go for brand name and stuff etc.

Nudrat interrupted and said: No stuff was good and it was catchy when I tried. Definitely if the thing will be good then it will be attractive as well.

Khawar: its mean that time you didn't notice the brand?

Nudrat: No

Khawar: Well after using that coat, was there any behavioral change, I mean did you recommended that to someone else too or just used that?

Nudrat: No I didn't recommend but told my friend that I also have purchased that coat. (Was smiling), few of my friends also asked me about that coat and like normally the way girls use to say wow, new coat bla bla

Khawar: were you wearing that kind of coat for the first time?

Nudrat: No was not wearing coat for the first time but its shape was slightly different from the coats normally being used now a days.

Khawar: If we talk about the clothes, what do u notice on the tags on the clothes, other than the price?

Nudrat: Just name,

Khawar: Normally there are few more things that are written on the clothes tag, like do not bleach, do not iron etc.

Nudrat: yeah those are but I do not notice that much.

Khawar: well these used to be knows as warning labels or signs etc. Its mean you don't give those kind of the lines that much importance?

Nudrat: No that's not right, if there is any stuff that contains plastic, then I follow the directions.

Khawar: well tell me, that do you notice these every time or as we use to tell the children even from childhood that you must care about some particular things, you follow all those children teaching?

Nudrat: Yeah, I follow all the directions that were taught us in the childhood and also follow the words that are understandable to me.

Khawar: Well, was there any label or tag with that coat?

Nudrat: Aaah, yeah there was but I didn't went through it. (Said while smiling)

Khawar: Have you ever faced any mishap that affected your consumption pattern of anything that you used to use in your daily life.

Nudrat: Like in what sense?

Khawar: Like if I give you example of medicine that any medicine that you or anyone known to you used that medicine and that reacted?

Nudrat: hmm...yeah few weeks ago we purchased a hot air blower for my room and after few days of its use, it became red, although it didn't catch fire, but we were afraid. Might be possible that was not of good quality.

Khawar: There use to be a sticker on its back that contains directions that how to use it in a safe way. Its mean you didn't read that?

Nudrat smiled and said: No, its still in my room, I'll go and check it today.

Khawar smiled and said: Normally it is observed that after facing such kind of incidents, we usually care for the next time and also tell the others to be careful for next time.

Nudrat interrupted and said: No I didn't warn anyone but yes I told few people that this was happened.

Khawar: well this is a human psyche that we usually such incidents to others just to gain the attention of others.

Nudrat smiled

Khawar: ok tell me after facing this incident, was anything else that came to your mind that there would be any other alternate?

Nudrat: No as I have told you that it was happened in hostel room and we are only allowed to keep hot air blower in hostel. Electric heater is not allowed.

Khawar: hmm whereas air blower consume more electricity. Its mean you are helpless to use only blower. If I ask you that you were allowed to find any other alternate of the blower then?

Nudrat: I would go for gas heater.

Khawar: For your kind information, gas heater is more dangerous as it can cause skin dry that is more painful.

Nudrat smiled and said: oh ok. Then definitely we will go for electric heater.

Khawar: ok, coming to last but not least question, that lets suppose someone nearby to die by diabetes. After his/her death you change the consumption pattern of sugar just to avoid any mishap. What do think that the people around would also go for less sugar consumption just because of your performed action?

Nudrat: I don't so. As my father has diabetes so from the day first I use to have less sugar consumption,

Khawar interrupted and said: No tell me, then do you bake sweets separately?

Nudrat: No, as we tea consumption is more in our home so I usually ask them to separate mine as well as my father's tea before putting sugar in it and then I add very less sugar. I didn't learn this from my father but its in my personality that I don't like sweets that much.

Khawar: well thank you so Miss Nudrat Nawaz for your time. Any suggestions?

Nudrat: well I would like to say you thank you as you have changed my thinking.

Khawar smiled and said: my pleasure. Thank you so much

Respondent 3:

Name	Gender	Age	Education	Profession
Miss Ayesha Sundas Saeed	Female	24	MBA	Student

After introduction

Khawar: Ok my topic is to check the impact of warning messages on consumer buying behavior, like basically in our daily routine we go to purchase anything, we usually a lot of things over it or the material with it.

Ayesha: Ok

Khawar continued: Anything that is coming in to your mind while I am saying this?

Ayesha: while purchasing anything come to our mind?

Khawar: No no right now anything that is coming to your mind?

Ayesha: Nothing at this time. (Smiled)

Khawar: Even clothing type thing?

Ayesha: Yeah you can say clothing.

Khawar: ok lets suppose when you go to purchase clothes, what are things that you check the most? What do mind.....!!

Ayesha interrupted and said: latest trend, then its price is the main focus....!!

Khawar: okey and?

Ayesha: nothing else but normally we go for color scheme etc. Nothing else

Khawar: Ok its mean you only go for quality price and nothing else, don't you ever noted down notice down anything else? Like everyone go for the size. Other than this there are few more things are written over the tag of that clothes.

Ayesha: yes, there are all these things but all these directions are not followed.

Khawar: Its mean these kind of things are ignored by you?

Ayesha: No if those instructions are very strict then I don't buy that product. Then I prefer to go for the alternate.

Khawar smiled and said: if you don't follow those instructions, will the manufacturer will beat you?

Ayesha: No if those instructions will not be followed then clothes can expire even before next season.

Khawar: ok did you get what actually are the warning messages?

Ayesha: hmm yes,

Khawar: Ok now coming to the main point that how many times do you go for the shopping?

Ayesha: usually my mother go the shopping for me as well. So that's not my department. My mother send me clothes on monthly basis. So have no idea that much.

Khawar: Have you go to buy anything?

Ayesha: yes I go to buy eatables, grocery and I am living in hostel so I usually go out for such things. Like fruits (for a week), eggs, bread, Nutella for breakfast and tea ingredients etc.

Khawar: Ok as you consume these things on regular basis so what do you do? Every time you go to a grocery store, buy, pay for the items and come back?

Ayesha: No as these all things are my regular use so I just go to store just pay for them and come back.

Khawar: Have you ever noticed expiry date?

Ayesha: yes normally I check expiry dates, like of milk, bread and juices etc.

Khawar: Kindly mention all these tasks you perform while purchasing any product. Ok anything that eat or consume this morning?

Ayesha: yes, chewing gum.

Khawar: ok tell me did you just tear its wrap and started chewing or you checked out anything over its wrapper?

Ayesha: No, not at all.

Khawar: Ok if you are asked to purchase anything for kitchen, then what would you do? How you will make purchases?

Ayesha: Will check out its expiry dates etc.

Khawar: Crookery don't have expiry dates,

Ayesha: there are a lot of things other than crookery like eatables. (Said while smiling)

Khawar: Is there microwave oven in your kitchen?

Ayesha: yes

Khawar: will you use the common crookery bowls in it? Like normal bowls made up of plastic, do you use those in microwave oven?

Ayesha: No, bowls made up of the glass are used in the microwave oven.

Khawar: By the way how do you come to know that this kind of pots are especially made for the microwave oven?

Ayesha: There is properly mentioned that it is reliable to be used in oven, messages properly narrate that this bowl or pot can be used in the microwave oven.

Khawar: that's the thing, which is known as warning labels, or warning messages.

Ok tell me how many times did you notice or read the warning labels up till now?

Ayesha: yes of course, number of times I have noticed. Like the noodles that come in box contains such kind of directions/labels or the popcorn that can be prepared in microwave oven also contains such labels. I know all these just because I usually prepare these by myself. (Smiling)

Khawar: Have you ever tried anything for the first time and you noticed anything like these warnings and while using that you were very concerned?

Ayesha: yeah of course, ok let me tell you one thing, like few weeks ago I came to know about the ice spray that it contains such chemicals that are highly flammable.

Khawar interrupted and said: After watching that child's birthday video?

Ayesha continued: yes yes,

Khawar: Did you noticed that there was any behavioral change in you?

Ayesha: Yes, a lot and also told people around me, that its highly flammable.

Khawar: What else you told people that purchase it though but....!!

Ayesha interrupted and said: yes, purchase it but use it with care and wisely.

Khawar: What do you think that pictorial things or visuals have more impacts or the words have deeper message?

Ayesha: I would say, pictorials have more power to convey its actual message rather than the words.

Khawar: If I say that I disagree with you, because for me pictures can have a number of meanings

Ayesha: But it depend upon the understanding of the person, like if I talk about myself I can get the meaning of the picture immediately.

Khawar: Any incident that showed that misuse of the product can lead to severe incidents, whereas it was properly mentioned, how to use that product with care.

Ayesha: No there is no such incident, yeah just that video of birthday party.

Khawar: its mean that video didn't change your consumption pattern. Only changed your behavior to be more careful in near future.

Ayesha: Yeah that video made me more concerned nothing else.

Khawar: Ahan, great. Ok tell one more thing that have you realized that I should go for any alternate after that child's incident?

Ayesha: No one have enough time to search for the alternates in this fast era,

Khawar: Have you ever notice that you changed consumption pattern of anything that affected the people around you and they also changed their consumption of that particular product/thing?

Ayesha: Yes, as my father has diabetes that's why my family is conscious about using the sugar, also in our family have a genetically sugar problem that's why we are less sugar consumer.

Khawar: Well thank you thank you so much Ayesha for your time.

Respondent 4:

Name	Gender	Age	Education	Profession
Mr. Khurram Ellahe	Male	28	MPhil/Phd Scholar	RJ, Lecturer and Mentor

After introduction about the topic of the research

Khawar: Well sir first of all tell me what do you understand by the warning messages?

Khurram: I only understand by this terminology as that the products I buy for my children and to carefully note down the cautions and directions that are written over

those products. Other than I don't care about the warning labels that are on the products I usually buy for myself or for the rest of the family except children. Rest is that almost each product come with a warning that should be critically observed and must be followed which at least I don't.

Khawar: How many times do you go for the shopping in a month?

Khurram: Once a month, complete shopping. That you call a complete shopping that contains each and everything that is for daily use.

Khawar: Brand conscious?

Khurram: Certainly, anything that I can tell you about this is just fear. When you buying something for the one who is sensitive then you are not brand conscious, then you don't go for brand, then you don't want to experiment. That this particularly thing won't harm that person. You are only conscious about their safety then you don't need to be brand conscious. Like if we talk about the dry milk for children, if any of your child gets sick just because of bringing a little change in their diet of the same product, you immediately switch from that brand, as you have a number of alternates. It doesn't matter that you were the user of that product from last three years. You are only concerned with the safety.

Khawar: What thing fascinate you the most? Price, Quality, quantity, packaging or label?

Khurram: Price, no doubt price, because if you can see that for both consumer and producer price is most important thing that matters. Whereas quality packaging or labels don't qualify that whether I would be able to buy this product or not?

Khawar: Apart from the general perspective what is the most important thing among the rest 4 things.

Khurram: umm, for me quality because of the fear. And if the children pick up anything then definitely it would be packaging which attracts them the most. Because if you talk about my childhood experience that I always wanted to go for the packaging. (Smiling)

Khawar: How many time do you notice the warning signs?

Khurram: very often for the kids, not for ourselves. Because the thing I want to tell you is that I am bit careless for myself but in case of the children I am very careful and conscious.

Khawar: Why you are careless for yourself and why so caring for your kids?

Khurram: It's a natural thing, that you are careless yourself but not for the people around you and are very important for you. This can be a very detailed debate.

Khawar: Any behavioral change after reading that warning signs?

Khurram: yeah of course, like if your children's pack slips and sometimes you quarrel with the shopkeeper that as it's as very popular brand and you have no idea that it was happened to my child and it can harm him. If you talk about the warning signs and labels on the medicines, kids' eatable and etc. but in case for ourselves, usually there is no behavioral change.

Khawar: Did you buy that product after noticing that warning labels on the product that can be very harmful after its wrong use?

Khurram: Nope, like few days ago I came to know about the liquid milk, and I quit using the all other milk brand except the one.

Khawar: Can warning labels change the life style of anyone?

Khurram: Certainly they are bound to change the life style, like this is for only youngsters not for the old ones, this should be keep in the certain temperature, or consume this within a certain time frame.

Khawar: Any incident that can encourage the others to notice and apply the warning messages on them in future?

Khurram: well, I must say that it would be candies (candies), both the size and the taste matters, I guess the hole in the candies are placed just to ensure that if accidentally any kid swallow it, so its hole could help him in breathing. I came to know that the size of the candy is kept big so that kid couldn't be able to swallow it.

Khawar: Any alternate you preferred to go after facing any incident caused due to misuse of the product?

Khurram: Yeah of course, now I my home kids are not allowed to eat chocolates, biscuits or candies.

Respondent 5:

Name	Gender	Age	Education	Profession
Mr. Afzal Balti	Male	28	Graduation	Lab Attendent

Khawar: Mr Afzal my topic is "Impact of warning messages on consumer buying behavior". Like warning messages are the labels, tags or any direction that is mentioned over the product that misuse of this product can lead you to any harmful incident.

Well now tell me, how many time do you go for shopping? That can of anything, related to daily routine or anything of special use.

Afzal: At least ten to twelve times.

Khawar: Do you smoke?

Afzal: No

Khawar: Alright 10-12 times, what kind of shopping is included in this number?

Afzal: Children school's related things are common in this number. Books, bags, or toys etc.

Khawar: ok, how many children's do you have and their ages?

Afzal: 2 children of age 2 and 4 years.

Khawar: Well, whenever you buy a toy for your children, what thing that comes to your mind first? Or than price?

Afzal: first of all price is checked and then comes quality, that how long it can be used and what a kid can learn from this toy?

Khawar: What else you do while purchasing a toy?

Afzal: Brand name

Khawar interrupted and said: Anything other than this?

Afzal: Quality, and nothing else.

Khawar: Have you ever noticed that there is statement written over almost every toy that not suitable for the children under age of 4.

Afzal: No, Not at all. Never ever.

Khawar: hmm, its mean you never use to notice such things. Actually these labels are known as warning labels.

Well, thank you so much.

Respondent 6:

Name	Gender	Age	Education	Profession
Mr. Laiq Baig	Male	29	MBA	Manager Marketing, PTV Islamabad

After proper introduction about the topic,

Khawar: Sir, first of all tell me how many times you go for the shopping?

Laiq: Seasonal shopping, according to the season. But if you talking about grocery then that depends upon your needs.

Khawar: In context of grocery, do you go for the grocery shopping or that department is maintained by someone else in your home?

Laiq: No that's also handled by me. As I am youngest one in home so I am responsible for this.

Khawar smiled and said: Well, that's good thing sir. What's your main focus while going for shopping that can be either apparels or FMCG's etc.?

Laiq: Well, I am brand conscious person and if there is sale for the product I am looking for than I immediately buy that product. One more thing I want to add is that, product that I am buying should of my need at present but not concerned for future perspective.

Khawar: Every person is always conscious about something special and he always take care of that thing while buying it. What's yours? Like I am very sensitive in clothing.

Laiq: yes I am also very sensitive about the clothing and apart from clothing I always care about shoes and watches. My favorite brand in clothing is Stoneage. And I am its loyal customer since 2010 when I used to be there in Lahore.

Khawar: Ok tell me sir that what was the thing that fascinated you to buy its product?

Laiq: Their outlook of the outlet attracted me a lot.

Khawar smiled and said: but sir it is said that all glitters are not gold.

Laiq interrupted and said: No, because of their outlook of the outlet I thought to give them a try.

Khawar: Again my same question, what thing inspired you the most? Like which thing among all of these? Price, quality, quantity, packaging or label?

Laiq: Their styles or you can say designs.

Khawar: It's a natural factor that whenever you are going to try something new, especially in clothing, if that clothes is attracting us, we just go check it and then our first action is to check its price tag. That contains its price, barcode etc. Now tell me what do you check out the most other than these above mentioned things?

Laiq: I, check its fitting that either it fits me or not and its design and colors will match my personality or not.

Khawar: ok, there are few other things that are written over the tags, have you ever noticed those? Like do not iron, do not bleach etc.

Laiq: I never go for such things, never ever.

Khawar: Its mean, you believe in this thing that if you have money. And something attracts you, then just go and buy it?

Laiq laughed and said: Yeah sort of.

Khawar: Its mean it doesn't affect you whatever is written over the labels, tags or manuals which are provided with the product?

Laiq: Yes, nothing. Even if we talk about FMCG, then in those goods too I am not concerned with any warning labels or warning signs. My family handover me a list of things that are required in the home and I just go and purchase them. Nothing else is performed by me.

Khawar: Ok sir thank you so much for your time.

Respondent 7:

Name	Gender	Age	Education	Profession
Mrs. Shahida Anwar	Female	48	Masters of Education	Teacher

After some sort of informal introduction,

Khawar: As I have told you earlier that I am researching on the “Impact of warning messages on consumer buying behavior”. Like (pointing towards container of air freshener) this containers contains its name, its manufacturer name and its ingredients etc. Other than these kind of things mentioned on the container. There are few more things that indicates its safe use, that how to safely use it, what is its expiry date and how it can be harmful if not properly used (if not used according to the directions that are given on its label). These are known as warning messages.

Well now formally starting the interview, can you please tell me how many times you go for shopping of daily routine, that can be households, grocery or anything else of daily use.

Shahida: It depends upon the need, whenever we need anything we go to buy it.

Khawar: Okay, whenever you are going to buy something, what thing fascinate you the most among these,

Price, quality, quantity, packaging or label?

Shahida: For me quality is most important thing. Rest of the things can be compromised.

Khawar interrupted and said: yes of course its mean if you are going for good quality then definitely rest of the things can be compromised. Well, as per your point of the view, if the quality of the product is outstanding then the product is reliable.

Shahida: Yes,

Khawar: Have you ever tried to notice that kind of labels, like there is a flame picture or a picture of a person who is throwing waste in the dustbin?

Shahida: No we have never tried to focus on such of the things.

Khawar interrupted and said: Not even the things like don't bleach or do not iron etc.

Shahida: No if I am regular customer of any brand then I won't go for any other and will not bother to see such things, as I am sure that that clothes brands' color will not get fade.

Khawar: Ok, still if you are a loyal customer to any brand, have you ever tried to get the rest of the things on the tag.

Shahida: Yes, Usually I check out the phrases that are saying that do not bleach or don't use the hot water etc. then we usually cares.

Khawar: Well, its means that this kind of phrases can bring or normally bring change in your behavior.

Shahida: Yes of course, this bring a behavioral change in us.

Khawar: Ok, if you notice such type of warning messages on such clothing brand, will you careful for the next time or will not buy that brand clothes again?

Shahida: No, as its really useful thing for us then obviously I'll care about it, rather than switching to any other clothing brand.

Khawar: Yes exactly that's the thing. Can you please tell me if you don't find the desired brand in market? Will you go for any alternate and if so then will you notice such things in that new alternate?

Shahida: For sure, because I will be experiencing this for the first time so will check it in depth. Will be in condition of fear while trying that for very first time.

Khawar: well, do you remember when the last time you went for shopping was?

Shahida: Yes, I don't exactly remember the dates, but that was a household, which later on I gifted to my friends.

Khawar: Did you notice anything over it? Like warning labels etc.?

Shahida: No as I was going to gift that to my friends, that's why I didn't find it necessary to check out such things. For that I just found it attractive, so I purchased it.

Khawar smiled and said: Did you notice price on the tag? And was that readable and easily understandable?

Shahida: No I just checked out the price and there was no other thing to be noticed, neither I tried to focus nor it was important.

Khawar: What do you think, that these kind of warning labels can help to change the life style of the people? Like if we talk about the air freshener, it is prominently mentioned that do not spray directly into the eyes. What do you think that if I can be applied to general public very strictly, can it help to minimize the ratio of accidents?

Shahida: No doubt it can play an extreme vital role in changing the life style of any one who is conscious about his health. He/she will definitely react on this label.

Khawar: Have you ever experienced anything that harmed you or people nearby you, like it is commonly observed that people are using cell phone by putting them on charging along with using it on call, texting as well as using the internet at the same time. In this case the mobile heats up and sometimes it burst and creates huge loss. Can you please quote any example?

Shahida: Well, right now I can't recall any mishap but as we all know that products that are part of our daily routines can have a lot of advantages as well as disadvantages. Like if you use iron with bare feet and on the wet clothes then definitely it will give you shock that is harmful and at the same time if you use it with care, by wearing some shoes and the clothes are dry this will never hurt you.

Khawar: Any mishap that you can recall at this time?

Shahida: No, as I am really concerned with safety so I always care a lot. But if talking in general like why we spray the pesticides and you are afraid that people nearby can get allergic, they rather than allow them to stand or work near, ask them to move away in order to avoid any type of severe injuries.

Khawar: Ever faced any such type of situation?

Shahida: No, by grace of God never happened this.

Khawar: Well, as you said that some people can get allergic from that pesticides, I suggest you to use the powder instead of spraying then what will you do, I mean, will you do for the alternate?

Shahida: Well if you will be able to convince me to use that powder instead of the spray then obviously I'll prefer powder. But apart from that I want to add one more thing that in my point of view that powder is more dangerous than the spray. As the powder soon mix in to the air soon but in case of the powder, it remains at the place it is used, then obviously it can move nearby if the people or even animals pass nearby by their feet.

Khawar: Let's suppose that any mishap occur by using spray, still you will prefer the spray that next time we will be careful or will switch to any alternate?

Shahida: No I will be careful for next time, but still it depends upon the situation.

Khawar: Well, do you prefer your own experience or do believe the word of mouth.

Shahida: No in some cases I prefer to experience by myself but in other cases I will try that word of mouth. But usually I try the new things based on my past experience.

Khawar: Alright. Well thank you so much for your time.

Respondent 8:

Name	Gender	Age	Education	Profession
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Ms. Ayesha Mateen	Female	24	Bs(Psychology)	Ms(Psychology)
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Khawar: I am student of MBA at PIDE, Islamabad. To fulfil the degree I am researching that “Impact of the warning messages on the consumer buying behavior”. Hopefully you will be now aware of my topic. Starting the interview formally, can you please tell me when you went for shopping last time?

Ayesha: I think it’s almost a month.

Khawar: What did you buy?

Ayesha: A sweater,

Khawar: Any branded?

Ayesha: No I am not brand conscious, it was a local brand.

Khawar: Was there any tag on that sweeter?

Ayesha interrupted: No, I don’t think so. But I am not sure (Smiled)

Khawar: Or you even didn’t notice? Was there any price tag?

Ayesha: No there was no price tag, but there was another tag. You know there usually don’t have any price or any other tag.

Khawar: No usually the brand, even local brand which are trying to capture the share in the market they put a tag on their product just to introduce themselves.

Ayesha: Yeah but I guess there was tag but with some kind of strange name, I even didn’t remember (Smiled)

Khawar also smiled and said: Well if we talk generally, there comes a label, tag or a manual with each and every product of daily use. Have you ever noticed that kind of things? Or you just go for price?

Ayesha: yeah most of the time I go the price, if its affordable then I would buy it. So I don’t have emphasis on any other things;

Khawar pointed towards a container placed nearby and requests Ayesha to get it to him

Khawar give that container to Ayesha and ask her to notice its label printed over it.

Khawar: ok what did you notice on its label?

Ayesha: Well I noticed its name, its quantity, odor of what, and nothing else.

Khawar: Just these things

Ayesha interrupted: Yeah its expiry date (Still she was looking on container)

Khawar: There is another thing, you didn't notice (Pointed towards the visual that was printed on container, and the visual of fire flame). These are warning labels. Can you recall did you ever notice such things?

Ayesha: yes sometimes but not every time.

Khawar: Can you recall and what was that sign?

Ayesha: Mostly I notice all these things in cosmetics, like its ingredients or if it can react to some kind of sensitive skins etc.

Khawar: Other than this?

Ayesha: No, not really.

Khawar: Ok, if I ask you that which one among these 5 fascinates you the most? Price, Quality, Quantity, packaging or label?

Ayesha laughed and said: obviously price as I am student, I will prefer the affordability of the product rather than going for the rest of the things.

Khawar: If I take the example of the sweeter, you come to know it's expensive, you like this sweeter very much, but due to high price will you switch to alternate or will buy it?

Ayesha: No I will switch.

Khawar: What do you think that can warning messages bring a change in someone's life style?

Ayesha: Of course I strong agree with this. Like there is concept of subliminal messages. As something that is being presented in front of you then it is permanently in your unconscious.

Khawar: That's good, now as you talked about the subliminal messages, have you ever noticed that there use to be an asterisk with the messages or a phrase on the product?

Ayesha: Yeah I guess it's used to give a description of that phrase.

Khawar: Exactly. Any experience to notice such things in Advertisements?

Ayesha: Digital ads usually display such things but those are too speedy that rarely you can read or focus on the statement that is written in that description. Yeah if it comes in front of you in a documented form then obviously I normally check that description as well.

Khawar: Well thank you so much for your precious time Ayesha.

Respondent 9:

Name	Gender	Age	Education	Profession
Ms. Mubashrah Malik	Female	25	MBA	Student

Khawar: Basically my topic is “Impact of warning messages on consumer buying behavior”, this is just for me, it’s none of your use.

Mubi: Warning messages? *asks in amaze*

Khawar: Yes! On consumer buying behavior. What’s the impact?

Mubi: Please explain first, I didn’t get the topic.

Khawar: Yes yes for sure, I’ll explain.

In your daily life, the purchasing you do either on daily basis or monthly basis or annual basis, if you go towards clothing, there are tags on them, if you go towards bottles which are sealed and on which there are labels placed on them or if you buy an electronic device, you receive a manual with them.

Mubi: Yes.

Khawar: Normally people have a general perception that they only go to the price and in the case of clothing, they just go to the size. So you please tell me a bit that have you ever concentrate on these things?

Mubi: No. I never did. If we buy electronic devices we receive manuals, if its of mobile or if its of a laptop, I never read them. Though if there is any picture, in fact, attractive picture, I mean if the visuals of the manual are attractive, then one can have a look at the manual, but the things like this...

khawar interruptes

Khawar: These, these things will come later but first you tell me that on monthly basis, how much shopping you do? A rough idea? Aerge.

Mubi: I do very less shopping.

Khawar: So you buy nothing?

Mubi: My mother brings me stuff.

Khawar: Not even eatables?

Mubi: Things we eat in the university or in home, that’s it.

Khawar: In case if you have to go, whats your main focus? Price? Quality? Quantity or packing or labels attract you?

Mubi: First of all the main thing is how it look like the thing that I am buying. If the appearance is good, then we focus on the price.

Khawar: By appearance, you mean packaging?

Mubi: Yes! Exactly it's packaging.

Khawar: Alright. So when you have liked the packaging, have you ever picked up that product to look at it in detail?

Mubi: Yes exactly. It has to be checked in detail. For example, if we are buying a cloth, we have to check its quality, and we have to ask the shopkeeper first that if this cloth leaks the color? So this kind of small queries.

Khawar: You are talking about clothes.

Mubi: Yes.

Khawar: In clothes there are some other things that are written on it.

Mubi: Yes.

Khawar: Have you noticed that?

Mubi: No those things are asked from the shopkeeper by us, the written instructions are not important to be read.

Khawar: So you believe in them?

Mubi: Yes

Khawar: Then definitely you will believe in them. *laughs*.

Alright, sometimes, one may be going to try a new item and you also don't believe the shop keeper but still one may be curious to look at the new item. So, did this happen to you anytime or never happened?

Mubi: If I had to buy something new or an item that I have never used before, I try to find out a person that has used that item, I would prefer asking the person who had tried despite of asking the shop keeper; I would ask for their experience and then accordingly.

Khawar: For example which item? Name me an item of daily routine that you say that...

Mubi interrupts

Mubi: Like if a new mobile phone is launched in the market and if we have to buy that new phone and if that same mobile is bought by my friend, we would ask them about the specs or we would search on internet about the mobile that what is their result.

Khawar: On the same, if we see such specific brand mobile, there was a rumor that their batteries explode.

Mubi: Batteries what?

Khawar: Batteries blast, they burst.

Mubi: Oh Ok.

Khawar: There happened many incidents but still my priority was to buy this phone, so you can see my experience was good but this happened with other people so they will never suggest this phone.

Mubi: According to experience.

Khawar: Yes. So what do you say on this?

Mubi: In this case, one must try the thing.

Khawar: So you are saying that an incident happened with people despite, you will use?

Mubi: I would look for the reaction of majority and definitely I would personally check that phone. We will not completely rely but somehow the point of view of others will also be preferred.

Khawar: Have you ever been to the kitchen?

Mubi: Exactly. I go to the kitchen very much.

Khawar: And have you bought kitchen grocery?

Mubi: Yes.

Khawar: Other than vegetables and foods.

Mubi: Yes

Khawar: And crockery too?

Mubi: Yes

Khawar: What do you see in crockery?

Mubi: Its quality and other than that, design is more observed than its quality. I mean it should look beautiful. If we are putting that in front of anyone, it should look presentable.

Khawar: I want to buy a type of bowl for microwave oven, what type would you recommend?

Mubi: What type of... *thinks* for oven?

Khawar: Yes.

Mubi: But we have to use that so it depends upon the usage that what should be suitable for the usage in the oven. So in this case its looks also don't matter because we just have to use it for oven.

Khawar: What kind of usage? What do you mean by usage?

Mubi: What is meant by usage? Yes, for example if I talk about cooking, if I have to cook something, I will look for a good quality metal pateela or daigcha. So I would not go for the looks, I would go for the quality like I would go for the kind that it should not turn into black color when its put on fire, should remain clean and should be non-sticky and these kind of preferences. When we talk about presentation, then looks matter.

Khawar: I'll tell you a fun talk that the preferable things, you are yourself struck, for oven purpose, one must use glass or cheeni crockery i.e. the cheeni material, no metal.

Mubi: No no, I was telling about cooking not oven.

Khawar: Not oven, we are talking about microwave oven.

Mubi: For that, we definitely use glass. I was telling about cooking earlier.

Khawar: Have you experienced that?

Mubi: Of what?

Khawar: Buying a bowl for microwave oven.

Mubi: No I don't have experience of that.

Khawar: Alright. Amm, since you are not experienced about this so we don't have to go in detail. You tell me that, in case you are using anything in your life.

Mubi: Hmm

Khawar: What do you thing that the people in your surroundings, will it affect them or not? For example you switched from a mobile brand to another brand, what will be the... *Mubi interrupts*

Mubi: It affects me. I don't know about others. If I saw a good thing in others hands or if I visits anyone home or if I see someone's good quality crockery so I say that I have to buy these crockeries.

Khawar: Apart from that... *Mubi interrupted again*

Mubi: I don't know about if anything affects others.

Khawar: What do you believe that if you are using an item, what do you think that t your actions can persue someone or impress someone?

Mubi: Yes, my actions can impress anyone somehow. Like, if I liked something and I am talking about that thing with my friends again and again that this thing is good enough, you also must try, its of good quality, so its obvious she will also be curious that whats so special in this thing that its getting so uch praise? So, if we like something, we talk about it very often. So by talking, other's mind can be persuaded.

Khawar: Has any incident has been through your mind through which, any human was affected in a negative manner? And afterwards we got to know that the thing was not used properly.

silence

Khawar: Anything?

Mubi: Yes, there was a machine of a house I mean it was of kitchen. I used that, it was a grinder and I had a good experience with it but when I told my cousin about it who was going to be married that you also should buy this. So she also bought and that machine of hers was very quickly out of ordered.

Khawar: What do you say, what's in your mind that your machine went much longer than hers?

Mubi: When I bought that grinder, I didn't read the annual but I asked the shopkeeper that how will it be used. And I think she (my cousin) wouldn't have asked the shopkeeper.

Khawar: Alright. As far as I have observed in our conversation, you only focus on electronic appliances, not on others.

Mubi: Yes.

Khawar: If we talk about medicine, do you look the medicines in detail or just what the doctor has prescribed.

Mubi: Yes what the doctor prescribes and the medicines that I buy from store, I read that atleast once necessarily. I often read the medicine box rather than the page inside the box.

Khawar: There are many things written on the box which can be read.

Mubi: Yes I read that all.

Khawar: Normally in the Pakistani scenario, we are all great doctors ourselves *sarcasms*.

Mubi: Yes.

Khawar: We say that despite of giving Rs. 2000 to the doctor, we can just have a look at the medicine that surely will be better.

Mubi: Yes mainly the painkillers, we took them ourselves just by reading the box.

Khawar: This is wrong, you can see there are different categories in pain killers. If you noticed, there is written on its leaflet that if you use this medicine, you will feel sleepiness, dizziness or you may catch a headache and all of that. So, have you experienced these kind of things?

Mubi: No. As such not because mostly my painkillers are, I use Panadol because it don't have any side effects. But yes, those kind of tablets like sleeping pills etc. have side effects but generally, I personally use Panadol because of its minimum side effects.

Khawar: Ok Ok. Alright, thank you so much.

Respondent 10

Name	Gender	Age	Education	Profession
Mr. Mubeen Sheikh	Male	39	MBA	Executive Manager PTV Islamabad

After informal introduction of each other,

Khawar: Well sir, my topic of research is "Impact of warning messages on consumer buying behavior", so can you please tell me how many times do you go for the shopping in a month?

Mubeen: Normally two or three times in a month.

Khawar: Any specific category? Grocery or anything else?

Mubeen: Mainly grocery or if there is any sale then we go the clothing as well.

Khawar: Ok whenever you go to buy anything then what is your main focus in buying that product, do you prefer price, quality or....!!

Mubeen interrupted and said: Mine focus usually is on the price and quality, as if you are going for any brand name then price and quality is more than enough.

Khawar: Well, sir sometimes it happens that anything's packaging attract you, will you still go for the price and quality? Like when you went to buy your mobile, did its packaging attract you or firstly you properly researched and then you just went to market, paid its price and purchased the mobile?

Mubeen: Yes, when I was in need of the mobile, I surfed its specification on internet and then went to market to buy it, usually whenever I need to buy the electronics, first I go for the its proper specifications and then buy those.

Like in case of this mobile I googled it and then purchased. Opened its packaging on spot in shop, checked its box that whether it contains all the things in it or not?

Khawar: You come back with the mobile box or left that in the shop?

Mubeen: No I brought that box with me and now I don't even remember where it is. (Smiled)

Khawar: Have you ever tried to check out whether what is written over the leaflet or manual that was provided with the mobile box?

Mubeen: No, Never.

Khawar: Have you ever wondered that what type of these things are? (Showed him some warning signs)? Have you ever tried to notice these and read them?

Mubeen: I know these but never wondered to notice them. As today's era it is not common thing that could be practiced.

Khawar: Do you know what these signs mean, I mean what warning messages basically are?

Mubeen: yes, all I know is that these are usually fragile

Khawar interrupted and said: What do you think that these are something that is important and should be noticed with care or manufacturers just write these to fulfil the ethical responsibilities.

Mubeen: No I guess these are written for our own benefits and safety. And we must focus on these very critically if going to buy something really expensive. This is because there can two advantages, one is to avoid any mishap, and the second is to use it with care and to make it more reliable. That's why I usually read the warning messages of the electronics mostly. Like few weeks I went to buy new refrigerator, then I read the manual that was provided with it in depth. How to carry it, how to load and unload it and what is upside down etc.

Khawar: Its mean there is no hard and fast rule in your life to check warning message on each and everything.

Mubeen: No, not for everything. I normally go for the warning messages which are frame able like the messages that are written on the microwave oven and the pots that are used with in it.

Khawar: Any warning label that you read recently and what was its content?

Mubeen: I checked out the label of the microwave cleaner, basically this cleaner was a spray and it was directed that do not switch on the microwave during spraying, leave the sprayed surface for a sometime and after spraying that cleaner stay away from the microwave so that its smell could not be inhaled.

Khawar: was there any behavioral change before or after using that use of the spray?

Mubeen: Yeah, I stood away from microwave for at least 4 or 5 minutes to avoid smell. Its mean this was a behavioral change especially after reading its content.

Khawar: Was that warning sign or warning label was easily understandable or was prominent or was not that much understandable?

Mubeen: No, the warning sign was enough visible and understandable whereas the text written was in really small font and letters as well.

Khawar: Any incident which you think that changed your behavior towards some kind of product usage? That changed your consumption pattern of that specific product?

Mubeen: Yes, Firstly I was in favor of using the ice spray on birthday parties but few weeks there was a video that was went viral about the ice spray, how the birthday boy was kept by fire when he tried to blow the candles and his fellows sprayed the ice spray. After seeing that video, now I have quit the use of ice spray. Well I want to add one more thing that I am in favor of using these ice sprays in open air but not in the closed air, not because it can catch fire, if there is something flammable placed nearby. But it can also be possible that anything that cannot be sighted by your eyesight can also catch fire.

Khawar: hmm. What do you think that these warning labels can play a vital role in changing someone's lifestyle?

Mubeen: Yes they can only if these are used in a better and understandable way, like if we take example of ice spray, children usually get happy with such things, but if you read such kind of stuff on them, you must follow that and take the precautionary measures. Like I did that instead of banning its use in the home I asked the children to use it outside but not inside the room.

Khawar: That's good. Well if I ask you that for you visuals have more impact on human's nature or the written things?

Mubeen: Pictorials convey more understandable message rather than the words, (laughed and said) like if you don't use it properly, it may lead to something really dangerous.

Khawar: But sir in psychology it is said that a picture can contains thousands of the meanings, then how will you defend your words?

Mubeen: Look, pictorial can be seen easily and mostly the people who check out the labels can understand the picture whereas the words can't be understand easily, there can be language barrier etc.

Khawar: Let's suppose Sir if you started consuming something that is currently neither be bad nor good for you, like salt. What do you think change of your consumption can affect the people around or nearby you?

Mubeen: Of course, it will definitely affect people around me. Like everyone is aware that low use of salt or sugar cannot harm you, then the people who will see your consumption pattern will take affect and might be possible that they also will change their consumption pattern.

Khawar: Of course this can happen.

Well thank you so much for your time sir.

Respondent 11:

Name	Gender	Age	Education	Profession
Mr. Aqeel Ahmed Ch.	Male	29	MPhil	Lecturer

After informal introduction of each other:

Khawar: Sir I am going to ask you some random questions without any hard and fast rule,

First of all tell me what is shopping schedule, I mean how many times do you go to market to buy something in a month?

Aqeel: Of what?

Khawar: Like of things that are of daily use/

Aqeel: Almost 30 to 40 times a month.

Khawar: Well what's the major in all that?

Aqeel: Major include cost of household items. And comes apparels.

Khawar: From the following what fascinate you the most? Price, quality, Packaging, quantity or label?

Aqeel: It depends if I am going to buy household items, I go for quality, because most of the times there are things which are not of good quality and are not suitable for health. I am not brand conscious in case of households and if talking about the clothing then I always go for brands. In clothing, brand name is everything because brands always go for the quality first and then they set the price.

Khawar: well sir, whenever you go for the brand in clothing, there is always a tag on every item of the clothes, other than the name what is the thing that you always check?

(Mr. Aqeel dragged a chair for Khawar as well, as before Khawar was standing in front of him)

Khawar continued: Have you ever noticed the things that are written on it other than price and brand name?

Aqeel: Yeah not that much but a little bit.

Khawar: And what usually is that?

Aqeel: Other than price and brand name there was mentioned that how much polyester and how much cotton is used in this item. And made is mentioned, some other instructions?

Khawar: Can you recall all those other instructions? If we talk in general.

Aqeel: what? Instructions? Like what? Can you give any example?

Khawar: If take example of eatables, there is a nutrition chart, ingredients and date of manufacturing and expiry is mentioned. Other than all these there is something else that is known as warning labels, warning messages or warning signs.

Aqeel: Alright..... No I never noticed something like that you are mentioning. Well in some cases like I am not willing to buy some product but still will look at the label of that specific item in eatables. Like is there properly mentioned that is it made of Halal ingredients or not.

Khawar: Now if I request you to define the warning labels of your understandings. Then what will be that?

Aqeel: Well these are signs or precaution for all of us to warn that if the particular product you are going to buy is not used as per the instructions mentioned. Then what can happen to the user. Like if talking about in context of Pakistan and specifically in medicine field, we usually check the warning instructions and if the doctor who is prescribing that medicine is well known, then we even don't bother to look at those instructions.

Khawar: If specifically talking about your own, then can you recall that how many times you have noticed such labels or signs?

Aqeel: I only notice on tobacco brands.

Khawar smiled and said: Sir there is properly mentioned and in such a way that you can't even ignore. Other than this?

Aqeel: I don't think so that there is anything else which is to be noticed.

Khawar: Do you smokes?

Aqeel: No I don't.

Khawar: Then how can you say all that?

Aqeel: Because each Ad of the tobacco mentions this.

Khawar: What do you think that can a warning label or sign can bring a behavioral change who is consuming that item?

Aqeel: Yes, now that's the important question, but the question is how you are using that labels or signs. Like this is normally seen that the signs or labels are sidelined in such a way that these can't be noticed easily. And then these are mentioned at the place which almost ignored by the consumer. Like customers always go to the things which are placed in the shelf that is very near to the entrance and easily accessible. Like in

tobacco this is now mentioned very clearly and for this they have properly brand this thing, put a cancerous lips right in front on the pack.

Khawar: But sir still a lot of people are still consuming tobacco.

Aqeel: Yes but apart from that at least now everyone is aware of that.

Khawar: Well. Any experience by which you realized that these warning labels should be critically noticed and should be followed?

Aqeel: Yes, It was a documentary but I guess that doesn't relate to your topic. Actually that was related to fast food which mentioned that how can be these type things can be harmful the health.

Khawar: Was the message that was conveyed in that documentary was easily understandable?

Aqeel: yes for me that was.

Khawar: Pictorial messages or labels? Which one is more understandable?

Aqeel: Pictorial for sure.

Khawar: Can you defend your answer? That how pictorials?

Aqeel: Yes, for that we have the best example of the cigarette packs. Like whoever will see that the picture he will for sure be confirmed that this is harmful for the health.

Khawar: Alright, sir can you recall any incident that can change the consumption pattern of someone? Now please example other than tobacco (Said while smiling)

Aqeel: Ok let me one interesting example, we use usually some fur coats, do you have any idea that how this is made. In china this is made by killing fox very brutally and then fur is obtained. And this is broadcasted that don't buy such things. Now as if I will share this to my family and friends, they for sure will not buy that fur coats and it's ethically warned to everyone.

Khawar: Well as you are now known to this story. Will you ever buy such thing again?

Aqeel: No. Even if someone can be influenced by me, I will try to influence him or her as well.

Khawar: Well, as you are now aware with the reality of the fur coat. Will you now find any other alternate?

Aqeel: Yes of course, now and onward I will go for the leather that is obtained by the goat or buffalo.

Khawar: Well my last question is that if you change consumption of anything, will it affect the other people nearby you seeing your actions?

Aqeel: Yes of course, like if I know that somewhere there is not good food quality. I won't go there and after 1 or two times if I repeat my action, then definitely people nearby will get to know what's the reason and then they also will not go there anymore.

Khawar: Thank you so much for your time.

Respondent 12:

Name	Gender	Age	Education	Profession
Mr. AhsanUllah Khan	Male	45	MBA	Dy. Controller Marketing PTV News Islamabad

After inform introduction of each other,

Khawar: Sir basically my topic of research is "Impact of warning messages on consumer buying behavior". Like sir when you purchase something in your daily routine, those products contains labels, tags or are provided with some kind of manuals.

Ahsanullah: You want to say that the precautionary measures like something?

Khawar interrupted and said: Exactly, now formally starting the interview can you please tell me how many times do you go for the shopping?

Ahsanullah: For shopping normally we go to mall....!!

Khawar again interrupted: No no sir, I want to know that how many times do you go for shopping?

Ahsanullah: well....! Its mandatory once in a month but still if we need something then obviously will visit the mall again. Being a father and eldest among all, its my responsibility to purchase each and everything so I don't go and buy each and everything in one go, Whenever it is required, I visit the market.

Khawar: Well sir, for you what thing fascinate you the most from these. Price, quality, quantity, packaging or label?

AhsanUllah: For me quality cannot compromised.

Khawar: And in your point of view, because of best quality, price can be compromised?

Ahsanullah: Of course, as quality is priority so I don't care about the price. In our house, we are little bit brand conscious, so we do not compromise on the quality, like if we take example of the milk. In our house specific milk brand is used. So will go for another milk brand. You can say that are brand loyal to the milk product.

Khawar: It's a human nature that he/she will always want a change.

Ahsanullah: well we can bring a change in our eatable routine but not in everything.

Mobile bell rang, and Mr. Ahsanullah excused to pick up the call. After a 1 or 2 minute call.

Khawar said: Well, I was saying that if you are loyal to some brand, ok let me quote some example that me too is a loyal customer of a milk brand, but recently they changes their packaging but as I was use to the product so I was asked to pay same price and I paid. But later on when I realized that I was asked to pay more price then I became more sensitive.

Ahsanullah: Well for me that quality matters a lot that doesn't matter if the company changes it's polices or packaging etc. It will never affects me. (Said while smiling)

Khawar: (Pointing towards the bottle of water) If you are going to purchase this bottle for the first time what will you observe first in this?

Ahsanullah: Brand name..!

Khawar: will you go for the ingredients?

Ahsanullah: In Pakistani scenario it is not observe normally. So do I. (Smiled)

Khawar: Sir if you are asked to check out the label of this water bottle then what will you obverse on this other than brand name, ingredients and price etc.?

Ahsanullah: I am mainly concerned with brand name and price. Other than these expiry date and ingredients will be my priority.

(Guests entered the room, and when left the Mr. Ahsanullah said): Ok now tell me.

Khawar (Holding water bottle in his hand, said): Sir Look at this (smiled and said) first please wear you glasses.

Ahsanullah: Oldies are need glasses.

Both laughed altogether.

Khawar: Well, if you can see that there is a statement over the bottle that, make a hole after use and waste this empty bottle to avoid reuse. Have you ever noticed such type of things?

Ahsanullah: Yes, but not, never happened something like this. Because this is an ordinary thing in Pakistan, to not to observe such of things. Although it is really an important and good thing for everyone. But unfortunately it is not practiced in Pakistan. No one is giving such things preferences, everyone go for the brand name. Whatever is packed or whatever is filled in, doesn't matter for them. If you observe in foreign countries, the health of an ordinary person is given preferences. For the administration the health of each and every citizen is more important. Not only the administration but citizens are also very concerned with their health. But in Case of Pakistan, nothing is pure now a days, either it is eatables or drinks etc.

Khawar: What's your point view for the use of medicines? Do you notice anything on its packaging or on manuals?

Ahsanullah: Nothing but date of expiry dates.

Khawar: Well sir if I ask you to suggest me something for painkiller, will you suggest me something specific in medicine or just will go for the salt that is used in medicine for pain?

Ahsanullah: No, for that as well I will prefer the brand name. Nothing else.

Khawar: Alright, what about the kitchen items. This time example other than milk please.

(Both laughed)

Khawar continued: Like things that are used for microwave oven, have you ever go for the instructions which are given on the labels?

Ahsanullah: yeah, that is for sure that I always check out that is that suitable for the oven or not. Because if you don't use the suitable crookery in it, then it might be possible that it may damage the microwave oven. And can harm you as well.

Khawar: How do you that?

Ahsanullah: Because I always first confirm the shopkeeper that is it suitable for the oven or not?

Khawar: Never noticed by yourself?

Ahsanullah: If there is any tag that is prominent and visible, easily understandable as well then I read it in details. (Smiled)

Khawar: If I conclude this conversation by saying that as per my understanding up till now, you don't bother to check out those warning labels?

Ahsanullah: yes, you can say that, because for me quality is priority overall, and brand name. But still I believe that whatever is in it. You can't rely on that. (Said smiling)

Khawar: Well, last question sir. Visuals or words? Which of these are easily understandable?

Ahsanullah: Both are understandable, but for the ease of the customer both are presented pictures as well as writing.

Respondent 13:

Name	Gender	Age	Education	Profession
Mr. Waqar Abbasi	Male	31	MBA	Manager Marketing

After a inform introduction to each other.

Khawar: As already told you about the topic of my research “Impact of warning messages on consumer buying behavior”. Hopefully you have idea about these warning messages or warning labels.

Waqar: Yeah of course a little bit.

Khawar: Generally starting the interview, if I ask you about your monthly shopping schedule in terms of clothing, medicines, FMCG’s, toys, and grocery etc.

Waqar: hmm hmm, my main focus of shopping is always garments, and in last week I purchased a LCD. And if talk about FMCG’s that is a routine thing.

Khawar: Well, as in context of Pakistan whenever we go to buy something usually our focus is always price, which is a routine thing. But if we are going to purchase something new. Like you said that last week you purchased a LCD, then what was the main thing that you focused the most? What thing fascinated you among price, quality, quantity, packaging or label?

Waqar: First of brand name is important, then comes what is trending in the market, LCD or smart TV, its features etc. As now a days we are introduced with the china made products. You can’t even recognize that it’s a china made or original.

Khawar: When you went to buy the TV, did you check the label or manual provided with it or first to googled it and then went to market?

Waqar: No as we know that this is the technology era and everything is in your hand. Whatever you to get, you just type it and a great number of information is in front of you. That’s why I think now everyone knows that how to get the original or first copy of the product. What I got a benefit after googling it was that the LCD which I purchased was capable of receiving more channels other than the routine channels.

Khawar: Ok, first congratulations for getting a brand new LCD with some extra benefits (Said smiling), can we please share that did you read its manual that was provided with it, when you get back to home?

Waqar smiled and said: No, I did not because this is usually a booklet and reading it thoroughly is not an easy job.

Khawar: well, now I am going to ask you that in your point of view what basically warning messages are?

Waqar: Yes, basically these are the messages for the individuals to let them know the pros and cons of the product. Like when someone is smoking, it is clearly mentioned that smoking is injurious to health. So the manufacturer is basically trying to tell you that either this is a good thing for your health or not. How much capacity of the product can give you advantage and can harm you if used excessively? Now it depends upon the user that how much it is to be consumed. And if we talk about the medicines, it is

properly mentioned that consume the medicine within time frame of six months. Some write that keep it in cold place. Although it vary from product to product. But at the end these are written for our own safety. And how to use the product properly and in a safe way.

Khawar: So do you notice and read the warning messages in such categories?

Waqar: Of course each and every time. In case of medicine I check that if the medicine that is available at home and I try to use it after a month or two. Then definitely I will check its expiry date and did this medicine was placed in the temperature that was the requirement? Even now eggs do have the expiry dates. So I always use to be more careful while buying the eggs. Yogurt can be the good example. Because it is prominently visible that consume it in a two or three days.

Khawar: Any incident that you experience if warning messages were not followed properly?

Waqar: Yes, in case of yogurt I faced that once when I purchased it, it was expired because that time I was in hurry and was not able to check its expiry. But later on, I never missed to check its expiry.

Khawar: what do you think that these kind of things are written on the products very visible or in very small words or just a formality is fulfilled?

Waqar: No these are always visible and can be seen on the packaging easily. But on some products these are written in very small letters but can be understand by the people who are curious about such things.

Khawar: What do think, visuals or words? Which one is catchier?

Waqar: Obviously pictorial are easily understandable and can be understand by almost everyone. Like on a cigarette pack, there use to be word that say that smoking can cause mouth cancer, on the other hand there is a cancerous mouth picture as well, just to convey their message to almost everyone either the smoker is literate or illiterate. Now its depends upon the person to person like, who is addicted to smoking will never bother to see these kind of the messages but someone who is even a little bit careful will definitely notice it.

Khawar: You said that you always go for such types of labels. Why it is so? Just because from the childhood it was told us that this can hazardous or we learn these from any incidents?

Waqar: Sometimes things are experienced which cause a behavioral change within you, but I think this is one the built in nature of each person that you must be very careful. In case of our family these things are observed and in my own case I go for such things very critically.

Khawar: Any behavioral change after being faced by the incident of the yogurt?

Waqar: Look it depends from where I purchased that product. If the shopkeeper accept in back and exchange it by accepting his fault then there will be no behavioral change, but he don't then obviously I will never go there again. Yes, but never will switch to any other brand.

Khawar smiled and said that my next question was the exactly the same that will you switch to any other shop or will find any other alternate?

Well, coming to last question. If you start consuming something that can be beneficial for the future perspective. What do you think that the consumption pattern of people who are nearby you will also affect by your that action?

Waqar: Of course it will affect the people around me. But that will be a gradual change not a rapid change. Look I am giving you the example of smoking a number times just because a person who is addicted also knows that it is harmful but still he smokes. (Meanwhile a guest come to the room and our attention was diverted)

Khawar: Well thank you so much for your time sir. So nice of you.

Respondent 14 :

Name	Gender	Age	Education	Profession
Miss Hira Noor	Female	23	MBA	Student

After an informal introduction

Khawar showed few visuals to Hira and said: Have you ever these kind of visuals?

Hira: yes

Khawar: What do we call them?

Hira: Warning labels or warning symbols.

Khawar: If you are asked to explain the warning symbols?

Hira: What do you mean?

Khawar: Ok forget it. Let us start in some other formal way.

Well, tell me how many times do you go for shopping?

Hira: It depends, sometimes it's more than usual, it can be less than usual. Even sometimes I don't even need to shop anything in a month.

Khawar: Ok fine, what's your main focus to buy? Eatables, apparels, or something else?

Hira: Mostly these are eatables.

Khawar: In eatables, what fascinate you the most among price, quality, quantity, packaging, or label?

Hira: Quantity and labeling.....Oh sorry quality and packaging.

Khawar smiled and said: Alright, and these warning labels are also on that packaging. Well, on packaging what is that thing which inspires you or impress you, as one is the content of the packaging or!!

Hira interrupted and said: Na na, for me its box, color combination and how it is presented, and also there must be something that attract me, like...if you go to buy some groceries. Then they are packed in such a way that they do contains boxes, different color, and how the box is presented.

Khawar: Hmm, other than these there is always something written over the box, its not mandatory that those words will be always there but mostly those are written.

Hira: Exactly

Khawar continued by showing some pictures to her and by drawing few visual on the paper, just to show her that how they look like. And said have you tried to notice them?

Hira: Hmm, of course.

Khawar: How many times and how often?

Hira: Especially in case of kitchen stuff, like I usually notice that while using the product in the kitchen what are the hazards, for example if you are using any bowl in the microwave, is that suitable for the microwave oven or not, is that safe for the health. These type of warning labels I usually notice and consider those strictly.

Khawar: Every time or very often or sometimes?

Hira: No each and every time.

Khawar: Do these labels affect your consumption pattern?

Hira: No doubt, Like if I need to buy something for the use in microwave, then of course if I am aware that these can be hazardous for the health, I won't buy it for sure.

Khawar: Any warning label in mind that you noticed recently?

Hira: Yeah, I went to buy a bowl for the microwave and on the bowl it was clearly mentioned that it's a hard plastic which can also be used in the microwave.

Khawar: Was that label visible or just a formality was fulfilled?

Hira: Yes, that was visible, clear and easily understandable. As there it was clearly mentioned that how long this can be used in the microwave and if anything happens to its material then do not use it anymore in the microwave. And how much that stuff is reliable.

Khawar: Those warning labels was in pictorial form or were in shape of statement? And what do you think that are pictures convey its message more efficient and in a understandable way or the statement can be more understandable by everyone?

Hira: well, although all those instructions were in a shape of statement but what I think is pictorial have more impact.

One more thing that pictorial are more affective because in this current era, no one have that much to consume it reading the lengthy statements, so if the message is in shape of picture then it can easily understand and can convey its message easily as well.

Khawar: Have you faced any incident that changed your consumption pattern of that product or product similar to that?

Hira laughed and said: Once pressure cooker was burst and after that incident I never go the pressure cooker again. From that day I prefer the clay pot (Handi) instead.

Khawar: Mean you have switched to alternate. Did this clay pot (Handi) fulfilled your requirement?

Hira: Yes of course.

Khawar: Well, what do you think that can these warning labels play a vital role in changing someone's life style? If so then how? Please elaborate your answer.

Hira: Of course, they do. Like if you are once informed with anything that it is hazardous. Then one who is sensible will obviously take it serious. And if he also knows that something that can be used as its alternate then for sure he will go for that. It also affect your buying pattern.

Khawar: What do you think that if I start consuming something, that is different from the daily routine, will it affect the people which are nearby me?

Hira: Of course it will affect, because if I quote an example of my neighbor female who is a working woman and she don't have that much time to cook anything so she use the ready to cook things. Which definitely affecting the people who are nearby to her as if they are not in favor of using that product but because of someone who is consuming that product they also switch to that product. Because now everyone thinks that it's really easy to fry as it's ready to cook. One more thing that its today is era in which no one has that much time to cook and then to eat so most of people prefer the ready to cook items.

Khawar: Thank you so much Hira for your valuable time.

Respondent 15:

Name	Gender	Age	Education	Profession
Miss Abida Naureen	Female	26	MPhil	Phd Scholar

After an informal introduction with each other.

Khawar: Well, allow me to introduce you the topic of my research that is “Impact of warning labels in consumer buying Behavior”. Like everything that is being used by each of us in our daily life, those products contains tags, labels and sometimes manuals. All these things contains the related information about the product that is being used by us. These information can be in form of pictures or phrases. Now what I want to study is that how many people notice those labels, or tags and how it affects their behavior. Most of us just go for the brand name and price. Well there are few more things that are also there. Those are known as warning labels, directions or sometimes cautions etc. These are almost on each product of our daily use. So starting with the formal interview questions. Can you tell me how many times do you go for the shopping?

Abida: Almost 5 to 10 every month.

Khawar interrupted as said: Are you talking about the net worth of the shopping or the number of times you go to buy something?

Abida: No, I am telling you net worth. Ok if you are talking about the number of times I go for the shopping is almost 5 to 10 times a month. And if there is any event then the number can be increased.

Khawar: What is the main category you go to buy the most? That can be any type. FMCG, Apparels, medicines etc.?

Abida: umm, on daily basis or on the routine shopping contains clothing.

Khawar: Alright, Are you brand conscious?

Abida: No not that much. If the local brand is attracting my attention and if it’s on a reasonable price, and durable. I’ll go for it.

Khawar: If I give you the 5 things to number them according to your priorities, how will you categorize those that includes price, quality, quantity, packaging or label?

Abida: All are important for my point of view but I usually go for quality after price. If the quality is according to my requirement, then I can pay even the double price.

Khawar: Wow, well whenever you check the price tag, do you notice anything else on that tag?

Abida: Yeah, I notice the warning labels whenever there is something that I am going to buy is expensive. Then I must go for the warning labels. As per case of the electronics I must go the warning labels. By the way as per my knowledge I have noticed that warning labels are almost same in all type of products.

Khawar interrupted and said: Like seriously, are you talking about the clothing or in general perspective. Actually I am trying to ask you about the general things that are being used by all of us on daily routine.

Abida: Well as I have already told you that in electronics I must go for the warning labels, apart from that I critically check the leather product's warning labels. And if we talk about the clothes that are to be used for daily purpose. Then I don't check those the labels.

Khawar: Any rough idea that how many times you have checked the warning labels?

Abida: Umm, Almost 40% of my all purchases.

Khawar: Of your overall purchases, Ahan, Any behavioral change after noticing those labels? That next time you become very concerned about these type of the things.

Abida: Of course very curious for the next time.

Khawar: Good, Any recent warning label that you noticed? That is in your mind right now.

Abida: Yeah, Recently I noticed this on a medicine leaflet.

Khawar: And what was that?

Abida: I purchased an ear drop and there was warning label about the temperature that keep this at the room temperature and use it within a month after opening. I was thinking that after opening it I should keep in refrigerator but this was mentioned that keep this in room temperature. And yes I notice date of expiry on medicines very critically.

Khawar: Was that warning label content easily understandable? I mean it was mentioned prominently or was printed on the place that was not that much noticeable.

Abida: yes that was written on a very ignorable place and person like me cannot easily understand or read it.

Khawar: If you are asked that pictorial or words? Which of them are easily understandable?

Abida: Well, in my point of view, these warning labels are very important thing in one's life, these should be written in very a bold and prominent way. But this is not done in Pakistan. Which is really a bad thing that is being practiced.

Khawar: Any incident that you think can be shared that was related to warning labels, like these labels were not critically observed, that result in some kind of damage or loss.

Abida: Yeah, Few weeks ago, I have had a jacket, that was little wet and when I tried to iron it. The iron caught it, which resulted that jacket was burnt and what not useable anymore. That's mean I didn't notice the label that was saying that this should not be iron.

Khawar: well now as you have an idea about these things and also have experienced an incident, what do you think that if you see me that I am going to iron such thing what do you think that will you stop me from doing that?

Abida: Of course, I will not let you do so. Even I will grab that cloth or jacket from you.

(Both start laughing)

Khawar: Ok, some people try to find some type of alternate after facing such of incidents. What do you think that will you go the alternate as well?

Abida: Of course, when I shared this incident with someone they suggested me that from now and onward try to iron this from inner side or try to place another cloth over it that can be ironed and then iron it. In simple word I would say we have found a Jugaad. Which can be considered as alternate. (Said while smiling)

Khawar laughed and said: well what do you think that can these warning labels can play a vital role changing someone's life style?

Abida: No doubt. If someone get awareness about something. Then if he is sensible then obviously he will inform other to be more careful in future.

Khawar: What do you think that if the consumption pattern of something can change the behavior of the people nearby you? I mean if you start less consumption of the salt, apart from being the patient of Blood pressure, what you think that it would affect others behavior?

Abida: Of course, this is a natural thing that you learn things from the people who are living with you or even by observing the people who are nearby you.

Khawar: Thank you so much Miss. Abida Naureen for your precious time. So nice of you.

Respondent 16:

Name	Gender	Age	Education	Profession
Miss Sundas Junaid	Female	25	Masters	SNL Pvt Limited Islamabad

After an informal introduction:

Khawar: Should we start interview?

Sundas: Sure

Khawar: So tell me how many times you use to go for the shopping in a month?

Sundas: Depends upon the usage.

Khawar: Any special category like Household item, Apparels or grocery?

Sundas: As told you that it depends upon the usage, if we have guests more than the usual then for kitchen, if there is any event then for apparels and vice versa.

Khawar: Whenever you go for the shopping then what's your main focus in price, quality, quantity, packaging or label?

Sundas: No, if I am need of that product that obviously I will buy it and if I really like that thing that first of all will go the price and if the price is higher than I won't go for it.

Khawar: Let's suppose you use a shampoo....

Sundas interrupted and said: Yes if it's appealing name and branding is good then will first check it in details and then will buy it.

Khawar: No what I want to ask you is that if you are going to use that product for the very first time than what's the reason you want to try it? Because of word of mouth or somebody suggested you that's why?

Sundas: Yeah first if someone suggested me then will of course try at least once and if it's a brand then I think that will be good one.

Khawar: Its mean you are not a loyal customer to any brand, if someone suggests you anything you think that at least once you must try that.

Sundas: Yes I do believe that you must try it at least once.

Khawar: Well it's a natural thing that first of all we check out the price of the product that is attracting us or going to purchase it. What you check out first?

Sundas: Whether I need it or not?

Khawar: No I disagree with you in this. Because I believe that someone will check or try the particular product whenever he will be in need of it. Otherwise he even don't bother to look at it.

Because whenever you enter in a shopping mall, whatever the list is in your hand that what you are going to purchase seems to be even less then the half of the products that are in your enlisted.

Sundas laughed and said: Yes,

Khawar continued: Let's suppose you are going to purchase a mobile, other than price and its specs, what are the other things you notice the most?

Sundas laughed and said in very low pitch: No I have never noticed anything else.

Khawar too laughed and said: So you have never noticed anything like that.

Khawar showed her few warning labels pictures and said: Have you ever noticed such type of visuals?

Sundas acted like she is trying to think something or trying to recall anything and then said: Yes, normally it on the back side of the perfumes that it's a highly flammable, and same thing on the room freshener.

Khawar: Have you ever noticed these things or just once in life it was told you and then never ever you go for such things that these are flammable or not?

Sundas laughed and said: Yeah it was once told in my life and then never bother to note such things.

Khawar also laughed and said: So what do you think that if such type of things are noticed by someone, then is there any behavioral change in someone's behavior?

Sundas: Yes, I think if once you have been told that it is hazardous then obviously you will be careful even more then before. Like if you are asked that keep it away from children or even away from you to keep yourself safe blah blah.

Khawar: What do you think that behavioral change occurs only if we experience anything bad or by observation?

Sundas: Normally in our society we start caring more after experiencing any mishap.

Khawar: It's your own point of view or talking about general public?

Sundas smiled and said: It's my own point of view.

Khawar smiled and said: In your point of view visuals can convey message in a better way or textual description?

Sundas: For me visual are more attractive, because its human psyche the he will always go for the picture first and then textual description. Because I think you always go for the picture and if it could not depict its message then you read out the text with it,

Khawar: What do you think that these warning labels can change someone's lifestyle or not?

Sundas: If someone is really conscious about these type things then it would definitely change his lifestyle like if someone has face any mishap related to these warning labels that is he didn't noticed these and faced any mishap then I think his behavior will obviously change.

Khawar: Any such incident you can recall right now that you think that changed your behavior?

Sundas: No not yet. Never happened anything like that.

Khawar smiled and said: Its mean that usually you don't go for these type of the signs. So allow me to ask you one last question.

Sundas laughed and said: Yes sure go ahead;

Khawar: What you think that can anyone's consumption change if you start using less or even more than usual of anything. Will their consumption change?

Sundas laughed and said: They should follow me then, if I am using something lesser or even more. I mean definitely a behavioral change occurs in people nearby you.

Khawar laughed and said: Thank you so much for your precious time Sundas Junaid.

Respondent 17

Name	Gender	Age	Education	Profession
Miss Zukraf Jamil	Female	25	MPhil	Student (EME)

After an informal introduction to each other.

Khawar: The main thing that we will be discussing today will be about warning labels. Firstly just tell me about your shopping pattern on monthly basis.

Zukraf: I shop a lot *laughs*

Khawar: Oh ok you shop a lot. What do you shop the most?

Zukraf: Actually I'm the shopping person ay my home. I buy grocery and I buy my personal stuff and I also shop for my mother, my siblings and everybody ay my home and if I don't have anything to buy, I keep buying stuff for my friends and all *laughs*

Khawar: Masha Allah they are all lucky ones. *laughs*. Well if I tell you about myself, now-a-days I'm really concerned about my clothing. What are you concerned about mainly?

Zukraf: I'm mainly focused upon buying books and if I am not buying books I buy clothes because currently in this month my sister is going somewhere. So we have to go shopping for her. Most of the times its shoes and clothes.

Khawar: What do you mainly keep in mind while shopping this stuff? Is it the price?

Zukraf: First of all price.

Khawar: Yeah it's definitely a natural factor. Do you also consider the quality, quantity, packaging, and the labels on the stuff you buy? What is the main thing that fascinates you after price?

Zukraf: After price, it's the quality of the stuff that I buy.

Khawar: Ok and? Besides price and quality? If you are asked that after price and quality, rate quantity, packaging and label, how would you rate these?

Zukraf: Packaging doesn't matter much. Like if you are buying cosmetics or personal stuff you mostly go for colors. The colors of the stuff that you buy must be soothing

rather than shocking and glittering colors. If the colors are shocking and not soothing it automatically lessens your interests.

Khawar: Please don't talk about colors. *laughs*. Actually I had a really bad experience last days. Actually my fiancé lives in Atlanta. She did her MBBS from Medical College. Now-a-days she is in Atlanta for some course. She, a few days back, called me and said she needs a dress from Khaadi. When I asked for the color, she told me the color. I just went to the Khaadi outlet and bought a dress of the same color and send it to her through courier. When the dress reached her, she said I didn't ask for this color. I said it's the same color as you told me.

Zukraf: It's because men have lesser identifications of color. Women have more definitions of colors.

Khawar: Yeah we men are color blind actually. *laughs*

Zukraf: As far as packaging is concerned, let's suppose if I'm buying a beauty product or something for my home, I do check the safety signs which are mostly red, black and white colored. I do check whether it has some organic contents or not. I also check for chemicals and any synthetic material in it. Then I also read the instructions as well. For example if I buy some stuff for home, I check whether it is recyclable or not.

Khawar: So that means you do note all these signs, precautions, labels and symbols on products?

Zukraf: I just check the precautions before using, not before buying. *laughs*

Khawar: Do you remember how many times did you note these symbols, signs and precautions? And how many times you used the product directly after buying, ignoring the precautions and instructions?

Zukraf: The most common signs of different products that I usually notice is the inflammation sign. Usually these inflammatory signs are on the products that are used directly on body. I only notice this sign mostly. All other signs are not noticed by me or by anyone either.

Khawar: What is the most important aspect of anything you buy? Anything any stuff!

Zukraf: The most important aspect that I usually look for in all products is whether it is materially recyclable or not.

Khawar: What's the reason on focusing this much on recycle sign?

Zukraf: It's because I just want to contribute towards betterment of environment.

Khawar: So this is your perception that if you want to contribute towards environment, this is the way you can contribute towards betterment of environment.

Zukraf: Yes I don't buy plastic bags and I don't buy stuff that is unrecyclable.

Khawar: In case there is no sign of recyclable on a product you buy, what do you do? You don't buy it then?

Zukraf: Yeah usually I don't buy such stuff or any made-of-plastic stuff.

Khawar: So you mean that if there isn't a recyclable sign on a product, it changes your behavior?

Zukraf: Yes. Most of the times it changes my behavior because I usually look for the stuff which is recyclable as it is safer to use.

Khawar: Alright what do you do when you are there to buy a product and on that particular product there is no picture of the recyclable sign but only a narration is given of that product being recyclable?

Zukraf: I think visual aids are better than narration as people usually don't go for reading the instructions written.

Khawar: But according to psychology, a picture can have multiple meanings. What do you say?

Zukraf: Yes but if a picture is used universally, for examples symbols; everyone understands them, whether they belong to any language or any cultural background. If a symbol is used on a product everyone would understand that but if you go for writing it as narrations, everyone isn't able to get it for example maximum people in Pakistan don't understand English. So if you've written something in English on any product, they might not be able to interpret what it means.

Khawar: So you think visual is better?

Zukraf: Yes visual is better.

Khawar: Ok. What do you think if a product doesn't have any symbols but the sellers give you a lengthy manual for reading, will you read it whole?

Zukraf: People don't go for manuals. They don't read it. Being a consumer I'm telling you this. If you buy something from a shop, you don't have much time to stand there and read the manual out. Even when you bring that product your home, you just go for using it, without reading any instructions or any type of manual because manuals are usually complicated to understand and you don't have much time to read it out thoroughly.

Khawar: And when at the end you get the results usually in the form of any side effect or any mishap God forbid, and you start blaming the manufacturers that what in the world did they manufacture and sell then?

Zukraf: It's a natural response you can say but we don't actually blame the company as we know that we also had a manual with the product that we didn't read. People don't find it convenient to read the manual.

Khawar: So you think that if company gives manual with their products, there must be large pictures and visuals on it?

Zukraf: Yeah it is better because the pictures are easier and quicker to interpret than narrations. I am a reading person. I read each and every instruction on my products. I read my shampoo each and every time I go for shampooing my hair. I read the instructions because I am a reading person but people do not read them.

Khawar: Do you remember any product on which you noticed these signs and symbols and you considered them? What message was being conveyed through those symbols? Can you share?

Zukraf: *thinks* No I don't actually remember any sign.

Khawar: Any sign, any symbol, any pictorial aid or any written narration? What was the content of the symbol or the narration?

Zukraf: Yeah I usually read the symbol and narrations if the product is dangerous, it must be kept out of the reach of kids. Usually medicines have this type of narration on them and you notice them instantly.

Khawar: But we do not keep it out of children's reach. Simple.

Zukraf: No we do. At our place we do keep them out of children's range.

Khawar: Oh ok good Masha Allah. So what in your thinking must be the products that must be used? Which brands or which products?

Zukraf: Brands? Which brands should we go to?

Khawar: No just leave the brand. Just tell me the products that must be used? Being a consumer, which products or what type of products must be focused upon, I mean which products must have these symbols on them?

Zukraf: I think our personal stuff that we buy for ourselves. By personal products I mean the beauty products, the clothes. Each and every thing that we buy for our homes must be noticed whether they have these symbols or not.

Khawar: Is this behavior of yours a result of any incident? Did you come across an incident after which you adapted this behavior of purchasing and consuming?

Zukraf: *laughs* Yes. Once I bought butter for muffins. It was actually cookie batter but I mistakenly interpreted it as muffin cookie. I brought it home and baked it. It was a mess. *laughs*. After that I decided to read the instructions on every product so that I can know what it actually is and how you are supposed to use it.

Khawar: How did you come to know that it wasn't the product that you desired?

Zukraf: When I opened it and baked. It became useless by then and I couldn't return it.

Khawar: You didn't read the instructions on it?

Zukraf: No I didn't. *laughs*

Khawar: So what do you think now you had a bad experience, how did you rectify that mistake of yours of not reading the instructions? Did you start using product of some other company? Did you start using any alternate of that product or you quitted using that product of any company?

Zukraf: No I didn't quit. I used alternate of the product.

Khawar: Can you tell the name of company of that product? I know this isn't a relevant question and is unethical but I want to know.

Zukraf: No this isn't unethical but I don't actually remember. I think it was some Milk brand.

Khawar: Ok so the last question is you switched yourself from one company to another, you found an alternative. You switched from One milk brand to let's say some ABC. What do you think when you started using Nestle, did it impact the people around you who are using one milk brand?

Zukraf: I don't think it will affect people around me anyway until I tell them.

Khawar: Ok let us take an example of medicines. There are some BP patients who do not use salt. I'll give example from my own house. If in our home, one person uses salt lesser, everyone reduces his or her consumption of salt. I took this step to use salt less. I told everyone to use salt in a lower quantity. They said if I was a BP patient. I refused and told them this is only a precautionary measure for all of us. First they started cooking separately for me with less salt and for themselves they cooked separately with normal salt quantity. After some days, my father tried my meal. My father is 60+ but he doesn't have any disease or any such thing Alhamdulillah. He decided to eat with me every day. Gradually everyone started joining me and a few were still eating normal quantity of salt.

Zukraf: I and my father don't take much spices. We consume normal food. Normally it happens that I separate mine and my father's meal before spices are put in it while rest of the family eat spicy food.

Khawar: So my last question is today I told you about my topic of discussion. If some day you are sitting with a person who doesn't have any knowledge of what our discussion topic is. I mean if I randomly ask a person these questions without telling them my topic name and in the end ask them to tell me my research topic name, what do you think will they get my topic from my questioning or I need improvement?

Zukraf: Yeah they will get it but what I think your topic is that the impact of labels on customer's shopping patterns and behaviors. So I think anyone can get it if he/she has some knowhow of marketing. Just because I am in touch with marketing I got your topic well.

Khawar: Thank you so much for your time.

Respondent 18:

Name	Gender	Age	Education	Profession
Miss Aneesa Naureen	Female	23	LLB	Student (QAU)

Soon after a inform introduction

Khawar: Basically my topic is “Impact of warning messages on consumer buying behavior”, this is just for me, it’s none of your use.

Aneesa: Warning messages? *asks in amaze*

Khawar: Yes! On consuming buying behavior. Whats the impact.

Aneesa: Please explain first, I didn’t get the topic.

Khawar: Yes yes for sure, I’ll explain.

In your daily life, the purchasing you do either on daily basis or monthly basis or annual basis, if you go towards clothing, there are tags on them, if you go towards bottles which are sealed and on which there are labels placed on them or if you buy an electronic device, you receive a manual with them.

Aneesa: Yes.

Khawar: Normally people have a general perception that they only go to the price and in the case of clothing, they just go to the size. So you please tell me a bit that have you ever concentrate on these things?

Aneesa: No. I never did. If we buy electronic devices we receive manuals, if its of mobile or if its of a laptop, I never read them. Though if there is any picture, in fact, attractive picture, I mean if the visuals of the manual are attractive, then one can have a look at the manual, but the things like this...

Khawar interrupts

Khawar: These, these things will come later but first you tell me that on monthly basis, how much shopping you do? A rough idea? Aerge.

Aneesa: I do very less shopping.

Khawar: So you buy nothing?

Aneesa: My mother brings me stuff.

Khawar: Not even eatables?

Aneesa: Things we eat in the university or in home, that’s it.

Khawar: In case if you have to go, what's your main focus? Price? Quality? Quantity or packing or labels attract you?

Aneesa: First of all the main thing is how it looks like the thing that I am buying. If the appearance is good, then we focus on the price.

Khawar: By appearance, you mean packaging?

Aneesa: Yes! Exactly its packaging.

Khawar: Alright. So when you have liked the packaging, have you ever picked up that product to look at it in detail?

Aneesa: Yes exactly. It has to be checked in detail. For example, if we are buying a cloth, we have to check its quality, and we have to ask the shopkeeper first that if this cloth leaks the color? So this kind of small queries.

Khawar: You are talking about clothes.

Aneesa: Yes.

Khawar: In clothes there are some other things that are written on it.

Aneesa: Yes.

Khawar: Have you noticed that?

Aneesa: No those things are asked from the shopkeeper by us, the written instructions are not important to be read.

Khawar: So you believe in them?

Aneesa: Yes

Khawar: Then definitely you will believe in them. *laughs*.

Alright, sometimes, one may be going to try a new item and you also don't believe the shopkeeper but still one may be curious to look at the new item. So, did this happen to you anytime or never happened?

Aneesa: If I had to buy something new or an item that I have never used before, I try to find out a person that has used that item, I would prefer asking the person who had tried despite of asking the shopkeeper; I would ask for their experience and then accordingly.

Khawar: For example which item? Name me an item of daily routine that you say that...

aneesa interrupts

Aneesa: Like if a new mobile phone is launched in the market and if we have to buy that new phone and if that same mobile is bought by my friend, we would ask them about the specs or we would search on internet about the mobile that what is their result.

Khawar: On the same, if we see s7 edge, there was a rumor that their batteries explode.

Aneesa: Batteries what?

Khawar: Batteries blast, they burst.

Aneesa: Oh Ok.

Khawar: There happened many incidents but still my priority was to buy this phone, so you can see my experience was good but hishappened with other people so they will never suggest this phone.

Aneesa: According to experience.

Khawar: Yes. So what do you say on this?

Aneesa: In this case, one must try the thing.

Khawar: So you are saying that an incident happened with people despite, you will use?

Aneesa: I would look for the reaction of majority and definitely I would personally check that phone. We will not completely rely but somehow the point of view of others will also be preferred.

Khawar: Have you ever been to the kitchen?

Aneesa: Exactly. I go to the kitchen very much.

Khawar: And have you bought kitchen grocery?

Aneesa: Yes.

Khawar: Other than vegetables and foods.

Aneesa: Yes

Khawar: And crockery too?

Aneesa: Yes

Khawar: What do you see in crockery?

Aneesa: Its quality and other than that,; design is more observed than its quality. I mean it should look beautiful. If we are putting that in front of anyone, it should look presentable.

Khawar: I want to buy a type of bowl for microwave oven, what type would you recommend?

Aneesa: What type of... *thinks* for oven?

Khawar: Yes.

Aneesa: But we have to use that so it depends upon the usage that what should be suitable for the usage in the oven. So in this case its looks also don't matter because we just have to use it for oven.

Khawar: What kind of usage? What do you mean by usage?

Aneesa: What is meant by usage? Yes, for example if I talk about cooking, if I have to cook something, I will look for a good quality metal pateela or daigcha. So I would not go for the looks, I would go for the quality like I would go for the kind that it should not turn into black colour when its put on fire, should remain clean and should be non-sticky and these kind of preferences. When we talk about presentation, then looks matter.

Khawar: I'll tell you a fun talk that the preferable things, you are yourself struck, for oven purpose, one must use glass or cheeni crockery i.e. the cheeni material, no metal.

Aneesa: No no, I was telling about cooking not oven.

Khawar: Not oven, we are talking about microwave oven.

Aneesa: For that, we definitely use glass. I was telling about cooking earlier.

Khawar: Have you experienced that?

Aneesa: Of what?

Khawar: Buying a bowl for microwave oven.

Aneesa: No I don't have experience of that.

Khawar: Alright. Amm, since you are not experienced about this so we don't have to go in detail. You tell me that, in case you are using anything in your life.

Aneesa: Hmm

Khawar: What do you thing that the people in your surroundings, will it affect them or not? For example you switched from Qmobile to Samsung, what will be the... *Aneesa interrupts*

Aneesa: It affects me. I don't know about others. If I saw a good thing in others hands or if I visits anyone home or if I see someone's good quality crockery so I say that I have to buy these crockeries.

Khawar: Apart from that... *Aneesa interrupts again*

Aneesa: I don't know about if anything affects others.

Khawar: What do you believe that if you are using an item, what do you think that your actions can impress someone?

Aneesa: Yes, my actions can impress anyone somehow. Like, if I liked something and I am talking about that thing with my friends again and again that this thing is good enough, you also must try, it's of good quality, so it's obvious she will also be curious that what's so special in this thing that its getting so much praise? So, if we like something, we talk about it very often. So by talking, other's mind can be persuaded.

Khawar: Has any incident has been through your mind through which, any human was affected in a negative manner? And afterwards we got to know that the thing was not used properly.

silence

Khawar: Anything?

Aneesa: Yes, there was a machine of a house I mean it was of kitchen. I used that, it was a grinder and I had a good experience with it but when I told my cousin about it who was going to be married that you also should buy this. So she also bought and that machine of hers was very quickly out of ordered.

Khawar: What do you say whats in your mind that your machine went much longer than hers?

Aneesa: When I bought that grinder, I didn't read the annual but I asked the shopkeeper that how will it be used. And I think she (my cousin) wouldn't have asked the shopkeeper.

Khawar: Alright. As far as I have observed in our conversation, you only foces on electronic appliances, not on others.

Aneesa: Yes.

Khawar: If we talk about medicine, do you look the medicines in detail or just what the doctor has prescribed.

Aneesa: Yes what the doctor prescribes and the medicines that I buy from store, I read that atleast once necessarily. I often read the medicine box rather than the page inside the box.

Khawar: There are many things written on the box which can be read.

Aneesa: Yes I read that all.

Khawar: Normally in the Pakistani scenario, we are all great doctors ourselves *sarcasms*.

Aneesa: Yes.

Khawar: We say that despite of giving Rs. 2000 to the doctor, we can just have a look at the medicine, that surely will be better.

Aneesa: Yes mainly the painkillers, we took them ourselves just by reading the box.

Khawar: This is wrong, you can see there are different categories in pain killers. If you noticed, there is written on its leaflet that if you use this medicine, you will feel sleepiness, dizziness or you may catch a headache and all of that. So, have you experienced these kind of things?

Aneesha: No. As such not because mostly my painkillers are, I use Panadol because it don't have any side effects. But yes, those kind of tablets like sleeping pills etc. have side effects but generally, I personally use Panadol because of its minimum side effects.

Khawar: Ok Ok. Alright, thank you so much.

Respondent 19:

Name	Gender	Age	Education	Profession
Mr. Ghulam Shabir Khosa	Male	50+	Engineer	PTCL Headquarters

Khawar: Do you any understanding about the warning messages?

Mr. Khosa: Like when you go to medicines, there is properly mentioned that what is its expiry date and manufacturing dates. This give you reliefs that either you are using a reliable thing or not.

Khawar interrupted and said: No sir that's just manufacturing and expiry but there is still another thing on the label. Like there is a statement that "Not suitable for the people who have diabetes" or "Keep away from the reach of the children" etc.

Cell phone rang.

After the call,

Khawar continued: If we take the example of the hair colors like they contains a statement that do not use if u have skin allergy. Its mean you have understanding of warning labels now?

Mr. Khosa: Yes.

Khawar: Ok now tell me how many times you go for the shopping of anything?

Mr. Khosa laughed and said: I think you are interviewing a wrong person.

Khawar too laughed and said: Sir I am researching on a general public, it's not necessary that my respondent must have knowledge of the warning labels.

Mr. Khosa laughed and said: That's why I am telling you that I am a very simple person, and my schedule is very different like in the morning I come to office and then in the evening back to home, after reaching home just eat dinner and sleep. That's all I know. As per concerned of shopping that is department of my family, usually I don't go for the shopping.

Khawar: Ok let's suppose sometime you need to go market to buy something, what would be your priority, from these, price, quality, quantity, packaging or label?

Mr. Khosa: For me price will be my first preference and if my pocket allows me to buy that product then I will go for the quality.

Khawar: Other than these type of things what else you check or you just go to a shop and purchase that?

Mr. Khosa: Normally when you need something, you go to the shop and purchase that product. Same as the case with me. Like if I have to purchase the milk, I just go to the market and buy that milk from my already selected shop. That's why usually I don't go for such type of things.

Khawar: It means that you are just a trend follower. You don't go to experience new things.

Mr. Khosa: No, I am just a society follower.

Khawar: Well sir, what do you think that it can cause a behavioral change of someone when he uses something that is according to the directions of the warning labels?

Mr. Khosa: No I don't think so that in today's era anything can change someone's behavior. We all know that how to use the specific things, this is just because that we all have been taught all these things from the beginning.

Khawar: Anything that you purchased recently and read its label in details, other than price?

Both laughed

Mr. Khosa: Yeah few months ago I bought a medicine and used it. Then that was kept in home and was not used for couple of months. After sometimes when I again felt, I need it again then I asked the doctor that can I use it or should not use, he said that you can but the intensity of it will be low now. I think that was an eye drop. You always need to ask some concerned person every time you are going to use that product for the very first time.

Khawar: Sir I agreed with you, but for that you need to try something in order to get contacted to some concerned person.

Mr. Khosa: I think in your research age factor matters a lot, because when you are conducting interview of the person of age above 50, his involvement in such things are very rare whereas if you are conducting interview of a young person, male or female, then their involvement in such things are always higher as compared to old people. (Said while laughing)

Khawar laughed and said: No sir you are still young, age above 45 years is not that much, as per my point of view.

Khawar continued: Sir, it's not necessary that person above age 40 or 50 will just go to office and earn. But they also use to observe things as well. In your context, have you

ever wonder or ever noticed that these labels can affect someone's life style, or in simple words can these change someone's life style?

Mr. Khosa smiled and said: I want to add that I don't remember that in last 20 years I have purchased clothes for myself, its all done by my wife children. So you will not get something really surprising or informative from this interview.

Khawar laughed and said: Ok, sir forget it and tell me one more thing that right now can you recall any incident that you think that if you will share with me, that can have a really impact on my consumption pattern.

Mr. Khosa: No, there is no incident that can be recalled at the moment that is related to misuse of these warning labels or because of ignoring such labels caused any incident.

Khawar laughed and said: Sir what do you think that if you are consuming something in your daily routine and suddenly you realize that it can be harmful for me or the people around me. You quit the consumption of that product, what do you think that this change of consumption pattern can affect the people nearby you?

Mr. Khosa: Obviously if you take the example of the salt, that is harmful for the people who has blood pressure issue. If you change the consumption pattern of salt, then of course, it will affect the people around you, in such a way that either they too will start using salt with very less quantity or will try to manage the things in such a way that you will not affect.

Khawar: Alright sir, thank you so much for your cooperation and valuable time.

Respondent 20:

Name	Gender	Age	Education	Profession
Mrs. Shahnaz Akhter	Female	40	Masters	Teacher and Housewife

After a short informal introduction:

Khawar: First of all tell me, what's usually is your focus while going to buy anything?

Mrs. Shahnaz: I usually check the quality first of all, and if the quality satisfies me, then I compromise on the quantity.

Khawar: What usually be your focus while shopping? Of what category?

Mrs. Shahnaz: In case of the grocery usually my husband make purchases, but I am always with him.

Khawar: Fine, but that time you use to assist him that we have used this product.

(Someone entered the room, and we paused)

After sometime,

Khawar continued: I was saying that you use to assist him that we have used that particular product and its end result are up to the mark or not. Like you have used something in kitchen that resulted not up to mark. And whenever next time you people go for the shopping you tell your husband that we should not buy that particular product or should look for the alternate?

Mrs. Shahnaz: Yes of course in that case I always suggest for the alternate. That's why I am not brand conscious. For that purpose I always keep switching from one brand to another. And still if result don't satisfy me, I will go for the alternate again.

Khawar: Well if after using some particular brand, its result do not satisfy you. Will you ever bother to check out its label on your very visit?

Mrs. Shahnaz: Yes of course I noticed

Khawar interrupted and said: And then you switched to any other products,

Alright, while switching to any other product, that time did you check its label in details because of previous bad experience or you bought that with a mind that you are going to experience for the first time so you don't need that at all.

Mrs. Shahnaz: No, I noticed its label and read it out in details. I noticed its label in details which was comprised of its ingredients, manufacturing and expiry dates etc. And if I couldn't understand the label then I ask to the shopkeeper or the salesperson.

Khawar: On which product do you check the warning labels the most?

Mrs. Shahnaz: Medicines, I must go for the medicine's label. Its formula, date of manufacturing and expiry etc

Khawar: Do you check the medicine label every time?

Mrs. Shahnaz: yes every time. I can't compromise on the medicine ever.

Khawar smiled and said: Did your behavior change if you go for the alternate?

Mrs. Shahnaz: Of course, every time when I go for the alternate in medicine then I always become more conscious that is there any behavioral change in patient or not? In that case I become more critical observer and even I keep a check and balance about their diet as well.

Khawar smiled and said: Well why do you become curious and conscious about these things, did you ever faced any such incident or experienced with someone and you observed.

Mrs. Shahnaz: No I never faced anything like that but as we hear from people that, something really bad was happened to someone just because of not misuse of the

product. Someone didn't checked the proper way of using anything and in the result of that he faced such a bad situation.

Secondly being a mother I am really conscious about such things. Like few weeks ago the issue of the milk was aroused that this is not a pure milk and some chemicals are being used in it. Which obviously changed my behavior of using the milk. So now whenever I need to buy the milk from anywhere then first of all, I must check its reliability and then purchase that.

Khawar: Well why this behavior was changed? Did you check it by yourself or just because you heard from others?

Mrs. Shahnaz: No, I saw on media, in both print as well electronics media. For that purpose I am really curious about such things.

Khawar: Have you ever noticed that because of change in your own consumption pattern, people nearby you or any person in your family member's affected and also adopted that thing in their own life as well.

Mrs. Shahnaz: Yes it normally happens, that if you start consuming something in your life and nearby you are influenced by you. As per my family's concern, yes there is always a behavioral change, if they observe anything.

Khawar, Alright

Thank you so much Ma'am Shahnaz Akhter for your time.

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