

## **Commercial Advertising Impact on Purchase Behaviour of Consumers :An Empirical**

### **Study in South Delhi**

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### **Abstract**

The research paper tries to express and describe advertising impact on consumer behavior. The literature review concentrates on key areas of recall and purchase behaviour. We have used structured questionnaire and focus – groups to obtain and analyses the feedback and observation of consumer regarding advertisements. Following from these are the results and discussion that focus on key area like perception of consumer, attention and interest towards advertising results indicate that impact towards image of advertisements differ quite significantly among the respondents. The researcher came to the conclusion that different elements are media, ad-components, slogan etc are the more effective in the capturing attention and interest. The study concludes with a discussion of the main implications of the research and with forwarding of suggestions for further research.

**Keyword: Impact, Consumer Behaviour, Recall of Advertisements, Purchase Behaviour**

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## **Introduction**

In the Present Era which should rightly be called as 'Digital Era' wherein the communication media is growing and connecting each consumer at a lightning speed. The need of a common person and its manifestation is actually gaining momentums thereby result in ever-increasing consumer ship for need based & luxury goods.

In this scenario, advertising in general & commercial advertising in particular is of immense significance. It has largely affected all sections of the society irrespective of their socio-economical status, gender, caste, religion and so on. It has pleasantly lead to the vicious cycle of economic growth as someone's need is fulfilled by other and latter's need by the former.

Beside awareness amongst it consumers has been steady but surely rising and as increasing importance is being evident by the phrase, "when a business is not doing good, it has to advertise but when the business is doing good it pays to advertise. Advertisement is a potent tool of marketing and the most vital component of promotional activity. Advertising as a tool is used by the marketers to publicize the happenings of the company and their offering to the customers in the contemporary era, the influence and impact of advertisement over both the classes and masses has refined the entire ambience of marketing. So, great is the power of advertisements to influence the buyer's decision. "Advertising is a useful source of reflection on representation in consumer research because it is a subtle transformer for the under marketing industry" (Chris,2003)

Same as the characteristics of advertising are stated as under:

- Large scale advertising says something positive about the seller's size, power and success.
- Advertising includes oral, written or audiovisual message addressed to the people for the purpose of informing and influencing them to buy the products.

So, Advertising growth and potential are immense in India and it is being seen as the biggest consumer in view of its increasing purchasing power and standard of living.

### **Role of Advertising**

Advertising serves many purposes. From the individual who places a small classified advertisement in the local newspaper to the big spender who uses the national TV channel to sell popular brands to the nation. The advertiser has to know very minutely the attitudes, beliefs and motives of the target audience. They are keenly interested in favorable responses from the target audience, and these would be possible only when they offer, in the form of advertisements, products and services fully fitting into the value system of the audience. The role of advertisements includes:

#### **A) Information**

Specifically related to new product launching where the idea is to develop the initial demand of the product being offered.

#### **B) Persuasion**

It is an attempt to increase demand for exiting products. Way to persuasion, would eventually result in more consumption and thereby more demand resulting in increase in overall revenue

#### **C) Recall**

It services to reinforce precious promotion by keeping the name of the product before the market so. It continuously keeps customer's memory afresh.

### **Literature Review**

A vast range of of literature on advertisements provides a basis for the present study.

Mittal (1994) Found that majority of respondents had unfavorable attitude towards the ads. So, this can be overcome by quality of elements used in ads, the effectiveness can be improved.

Agnihotri (2006) Respondents opinioned that advertisement exaggerates and there was a gap in promise and delivery it had to be balanced for more effective communication. Khajuria (2012) Customer having positive perception toward advertising. Caccippo and Petty (1979) It builds great understanding to create brand attitude and purchase intention. The positive attitude also influences the audience to receive the message better. Turley and Richard (2000) Found that frequent exposure to the ads is positively associated with recall, purchase intention and actual purchasing behaviour. I Sathya Sundaram (2001) Good advertising stimulates aspirations which in turn induces mass marketing services. Kim (2008) Advertising recall and favourable based attitudes of the potential buyers influence their purchase intention. Keller (1993) Recall is one of the memory measures and forms consumer's brand knowledge. Till and Baack (2005) Unaided Recall is considered as a more challenging test of memory than aided recall. So, to better understand the memorability of ads both aided and unaided, recall are equally important. G. Precourt (2016) Advertising without recall is advertising without impact. If a target audience cannot remember a marketer's message, advertising largely becomes a waste of time, money and resources. So, recall measures is a critical tool in marketing research.

### **Objectives of Study**

As suggested by the literature, advertising can play an important role, particularly in a diverse society like that of India. However, there is a need to study the impact of advertisement in terms of recall and purchase behaviour of consumers specifically. The objectives of research are stated as:

- a) To study the recall rate of consumers about advertising.
- b) To find out the impact of different variables of commercial advertising on purchase behaviour.

### **Research Methodology**

The required data for the study was collected from both primary and secondary sources, primary data collected personally by means of self administered structured questionnaire. A survey was conducted on 200 respondent, comprising of an equal proportion of both male and female group was chosen of South Delhi. The sample was fairly distributed to represent various age groups of the population. The data generated by the survey was tabulated and analysed.

### **Recall rate of Advertising**

Campaign of advertising on the 'Tata Nano' car had appeared in the Indian media. The respondents were asked to recall the advertisement. After administering this question, the respondents were given cues on the advertisements and then asked to recall them. The cues comprised the punch line of these advertisements. Table I (a) and I (b) show the aggregate aided and unaided rates of the advertisement campaigns.

**Table I(a) : Age-wise Recall rates of Advertising**

Age Grap.	Product is projected in A "Men are back"			Anchored by famous film stars.		
	Yes	No	%Age	Yes	No	%Age
< 18 years	40	0	100%	40	0	100%
18-25 years	58	2	96.67%	56	4	95.00%
25-40 years	50	10	83.33%	48	12	77.50%
>40 years	32	8	80.00%	30	10	76.67%

**Table I(b) : Gender-wise Recall rates of Advertising.**

	Male	Female	Total
0 Recall	14 14.0%	16 16.3%	30 15.2%
By one ads recall	10 10.0%	08 8.2%	18 9.1%
By 2 ads recall	4 4.0%	2 2.0%	6 3.0%
Three ads	72 72.0%	72 73.5%	144 72.7%
Total	100 100.0%	98 100.0%	198 100.0%

Expected, Table I(a) shows that in all age groups the recall rate has been very high. In less than 18 years age group and 18-25 years age group, the recall rate is even more pronounced, causing bigger impact of advertising on this age group.

Table I (b) shows that the female respondents had higher recall rates than their male counterparts and difference between the recall rates in both genders, was more pronounced when recall was measured for higher number of advertisements.

### **Purchase Behaviour after the influence of Advertising**

Advertisements has a lot of positive effects and influences on audience. it gives helpful information to decide upon products attentions and interest of the audience depends upon the attributes of the advertisements. In decision making phase, a consumer should have well-defined view about what exactly the product he wants to buy. This stage can be interrupted if consumer

received negative feedback through advertisements. So, advertisements plays an important role in influencing consumer decision making. It take place in each stage of the consumer's purchase decision, Advertisements can even create the needs and wants of the consumers.

**Table 2(a): Eigen value with cumulative percentage of variance of Respondent's purchase behaviour in different statements.**

Component	Initial Eigen values			Extraction sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.629	27.146	27.146	1.629	27.146	27.146
2	1.276	21.261	48.407	1.276	21.261	48.407

Source : Primary Data

**Table 2 (b) Related component matrix Respondent's purchase behaviour on different statement.**

Variables	Components	
Here you purchased any product on the basis of ads.	.824	.069
Are you satisfied with the product being purchased as exhibited in the ads.	.596	.106
Once you are satisfied, do you buy other product also on basis of ads.	.368	.636
If Dis-Satisfied, Do you decide not to buy any product on the basis of an ad in future as well.	.207	.639
Do you remain flexible in respect of buying decision.	.040	.751
Have you ever shifted your preference from one brand to another on the basis of ads to purchase such products	.540	.078

Source : Primary Data

**Table 2 (c)**

Factor 1	Persuasion	- Purchase product on basis of ad.	.824
		- Satisfied with product being purchased after	.596
		ad.	.540
		-Shifted you preference on basis of ad.	
Factor 2	Indifferent	- Flexible is buying decision.	.751
	Behaviour	- Dis-Satisfied, not to buy product on basis of	.639
		ad.	.636
		- Buy other product on basis of ad.	

Source : Primary Data

### **Factor 1**

High positive loading was observed in the following variables: “Are you Satisfied with the product being purchased as exhibited in the ads?”. “Have you purchased any product for use on the basis of advertisement?”. “ Have you ever shifted your preference from one brand to another on the basis of ads advocating purchase such product?”. It is observed that advertisements, in general are the most important consideration for purchasing a product, Due to these features, this factor has been named as “Persuasion”.

### **Factor 2**

It is concluded that a component of factors show indifferent behavior of consumer while marking a purchase decision. So, this factor is named as “Indifferent behavior”.



## **Conclusion**

Findings and verification shows that advertisements, Influence the behaviour and perception of consumers worldwide. The study reveals that advertisements motivate consumers to make their purchase decision. Consumers are stimulated significantly by advertisements when the motive is quality and price. Their purchase behavior are influenced by a variety of advertisement which cover product evaluation and brand recognition.

## **Further Research**

The behavioral intentions and purchase variables needs to be further developed and tested in diverse market segments. The study has been conducted in south Delhi. Naturally, opinion of people of other may be different.

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