

## **“IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR”**

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### **Abstract**

Advertising is a way to showcase one's products or services and offer consumers a vast choice in terms of what they are offered and what they can choose to buy. For the customer, advertising offers them a choice to get at the best price. Moreover, advertisements are used to introduce a business, establish a brand, and position a company, product, or service in the eyes of consumers against other established competitive businesses. The sample for study chosen was 50. A questionnaire was comprehensively prepared to determine the advertisement effectiveness on consumer behaviour. The results show that advertising is very useful to create awareness among consumers but they are unsuccessful to build powerful perception in consumers' minds. Two variables such as consumer perceptions and brand awareness about a particular product will persuade and influence the consumer to buy a product, as there are positive relations exist between two of them.

### **Keyword**

Advertising, target audience, consumer buying behavior, consumer, emotional response, environmental response.

### **Introduction**

Advertising is the best way to communicate to the customers, advertising helps to inform the customer about the brands available in the market and variety of products useful to them. Advertising is for everybody including kids, young and old. Advertising sales promotions, personal selling and public relations are mass communication tools available to marketers. Advertiser's primary mission is to reach prospective consumers and influence

their awareness, attitude and buying behaviour. Advertising play a very crucial role in today's of competition. Advertising is one thing which has become a necessity for everybody such as the producers, the traders and the customers in today's day to day life. Advertising play a predominant role in customer life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the products even if the product was for their benefits. One more thing is that advertising helps people find the best products for themselves. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers. Advertising is beneficial for companies producing the product. Obviously, advertising plays a crucial role for the producers and the sellers of the products because:-

- Advertising helps increasing sale.
- Advertising helps crating goodwill for the company and gain customer loyalty after reaching a mature age.
- If any company wants to introduce or launch new product in the market, advertising will make a ground for the product. Advertising helps in making people aware of the new product so that the consumer come and try the product.

Advertising is also necessary for the society. Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, girl child killing, smoking and soon. Hence, advertising plays a very important role for a society.

### **Literature review**

In the era of modernization, marketers are focusing customer rule that the customer is their first preference. To keep deep eye on the customers the primary responsibility to the organization is to gain the knowledge about the customer. Advertisement helps the company to create the awareness in their customer and Ingredients the advertisement shapes the perception of the customers . Advertising is communicational tool is an aid to trade for driving sales of the company's products and services and also to build a brand identity and communicate changes or new products/services to the customer. It is a subset of promotional mix which is one of the 4 P's in the marketing mix. As a promotional strategy; advertising known as a major tool in creating product awareness and condition the mind of the potential consumer to take the eventual purchase decision.

Advertising have been defined in various ways by different scholars. The common and foremost things about all the definition is that , advertising helps to inform customer about the product newly introduced or products in existence.

According to the Proctor, Moorell, Good and Cupples (1982), the principal aim of consumer behaviour analysis is to explain why consumers act in a particular way under certain circumstances.

According to Reynard (1974), “Advertising is a set of technique and methods having the objective of informing and convincing the client to buy some products or services”.

Another definition of Advertising by Bovee and Arens (1992) is that, “Adverting is a non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”.

Samuel (1987) also defined advertisement as a paid announcement published in newspapers, magazines, radio, boarding flex board or television.

Consumer behaviour is one of the massively studied topic by the researchers and marketers in the past and still being studied. One of the common views is the understanding that consumer behaviour has became a factor that has a direct impact on the overall performance of the business ( Kottler and Keller, 2012) , another views suggest that understanding customer behaviour has became crucial especially due to competition in retail industry worldwide ( Lancaster at al 2002). The main objective is to learn the way how the individuals, groups or organization choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumer base their purchasing decision ( Kottler and Keller, 2012).

Advertising relies on consumerism to succeed and consumer’s judge by materialistic standards moreover, successful advertising means emerging triumphant in the face of tough competition, often without consideration of high standards on aesthetic tastes. Consumer buying pattern is directly evolved from the consumer behaviour and its attitude. The first and foremost thing which influences the consumer behaviour and shapes it’s his culture. Cultures build the strong perception of the products in the mind of customer. Secondly, there are several national and international brands which people recognized and have strong perceptions in their minds.

In all the above the definitions given above, four things can be inferred as under:-

- i) Information about a product, either newly introduced arrived or already existing.
- ii) The owners of the products been advertised, who provide the information pay for the publication of such information.

- iii) There is need for media, for onward transmission of the information.
- iv) The target audience (i.e. consumers) receives and acts upon such information.

### **Objectives of Advertising**

- i) To prepare ground for new product.
- ii) To create or enhance goodwill.
- iii) To create demand for facing the competition.
- iv) To inform the changes to the consumers.

### **Roles of Advertising**

According to Wilkie (1994) advertising fulfills a number of tasks usually in the context of brands. Some of these roles are as follows:-

- i) Increasing the sales of the products or services.
- ii) Creating and maintaining brand identity or brand image.
- iii) Increasing the buzz value of brand or the company.
- iv) Increasing the number or quality of outlets.
- v) Communicating a change in the existing product line.

### **Advertisement and Factor influencing**

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the customer. Consumer buying behaviour is mostly affected by some factors which include culture, family and brand image.

Consumer influenced by advertisement by positive ways:-

- i) Advertisement provides us with information on new products. If it were not for electronic and print advertising, many products would not be bought.
- ii) Additionally, it fuels the advertising industries, creating jobs for thousands of people. In this respect it has become the backbone of many economies of the world.
- iii) Advertisements also teach a lot about the country from where the ads come. This is because through satellite TV we can see ads from all over the world.

Consumer influenced by advertisement by negative ways:-

- i) These advertisements can cause people to be dissatisfied with what they already have and make them want more.

- ii) People are prepared to work long hours, or so even turn to crime to get these goods.
- iii) Secondly, ads are very disturbing at times. Television commercial are a great example of this. Just as we are enjoying a TV program a commercial break occur, forcing us to a listen.

## Research methodology

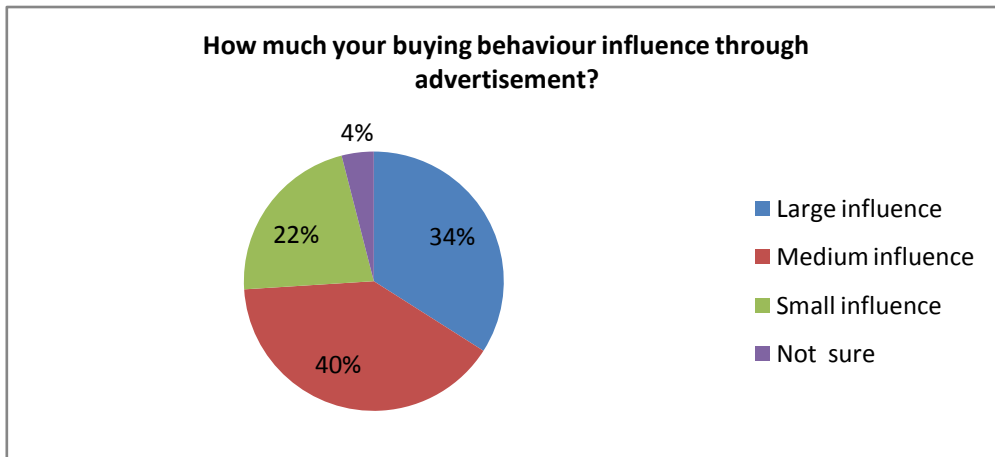
This present study is descriptive in nature which provide the essential information about the

Topic. The data in the study are collected from both the primary and secondary sources. For primary data, Questionnaire was used for conducting survey among 50 consumers. (20 – males – 30 females) age group of ( 18 to 40 ) years. Questionnaire was sent to various consumers through email, whatsapp, facebook etc and their response was recorded. The secondary data is collected from different books, internet and journals magazines, books etc.

## Data analysis and Interpretation

### i) Influence of advertisements:-

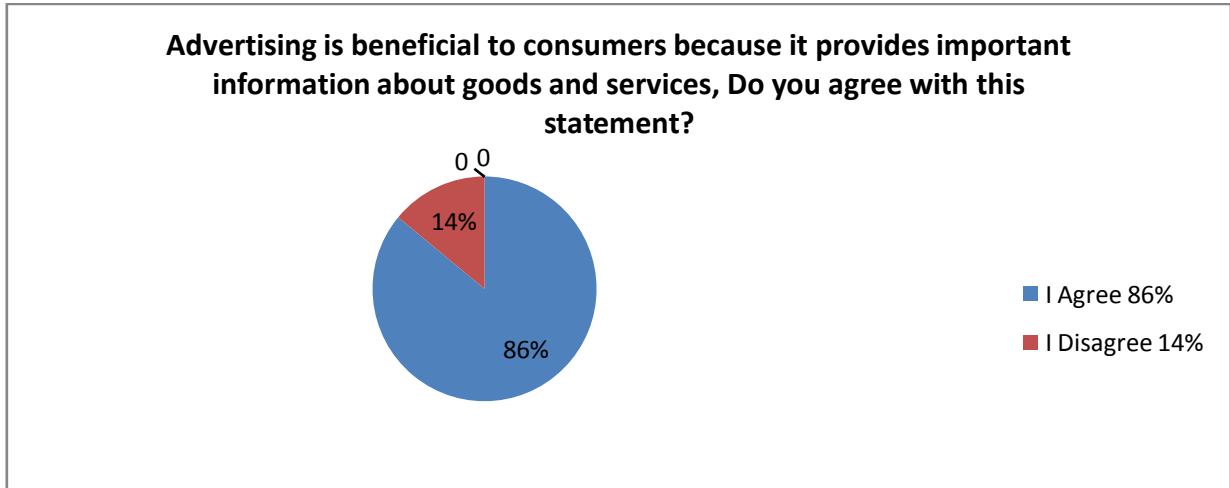
Advertisement influence the consumers perception and buying behaviour. Through advertisement organizations try to reach the targeted and potential consumers.



Graph-I shows that 34% of consumers have large influence, 40 % (20 out of 50) have medium influence, 22% (11/50) have small influence whereas 4% (2/50) were not sure about the influence of advertisement on their buying behaviour.

**ii) Advertisement is beneficial to provide information:-**

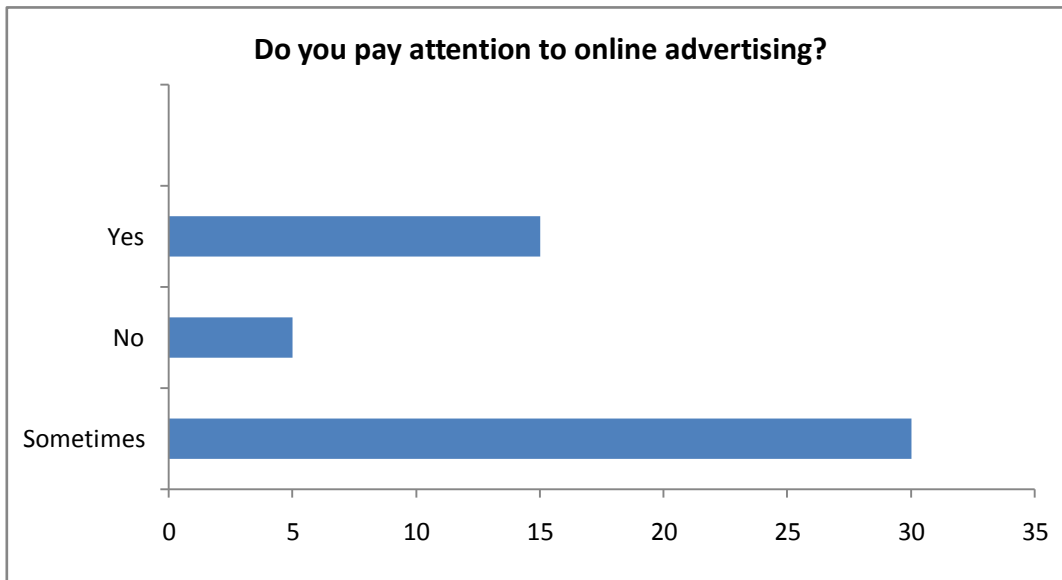
Advertisement provides helpful data to consumer that informs them about product and services as well as comparing selection benefits the seller as well as consumer. Seller can do promotion of their services and goods through ads.



Graph-II shows that 86% (43/50) of the consumers agree and 14% (7/50) of the consumers from this statement.

**iii) Online Advertisement :-**

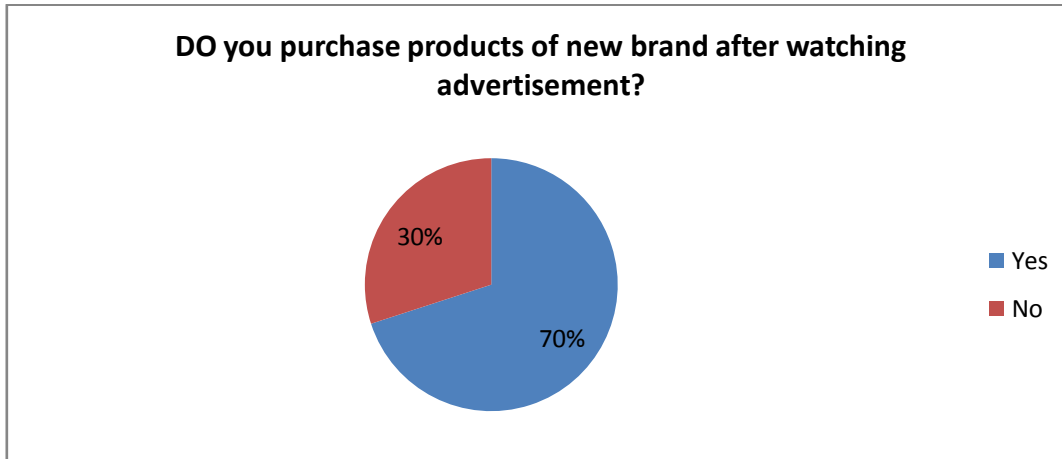
Online advertisement is one of the most useful and effective way in today world for business to find new customers, increase their reach and to increase their gains and income.



Graph-III shows that 30% (15/50) of consumers pays attention to online advertisement whereas 10% (5/50) of consumers do not pays attention to online advertisements there is still 60% (30/50) of consumers who sometimes pays attention to online advertisements.

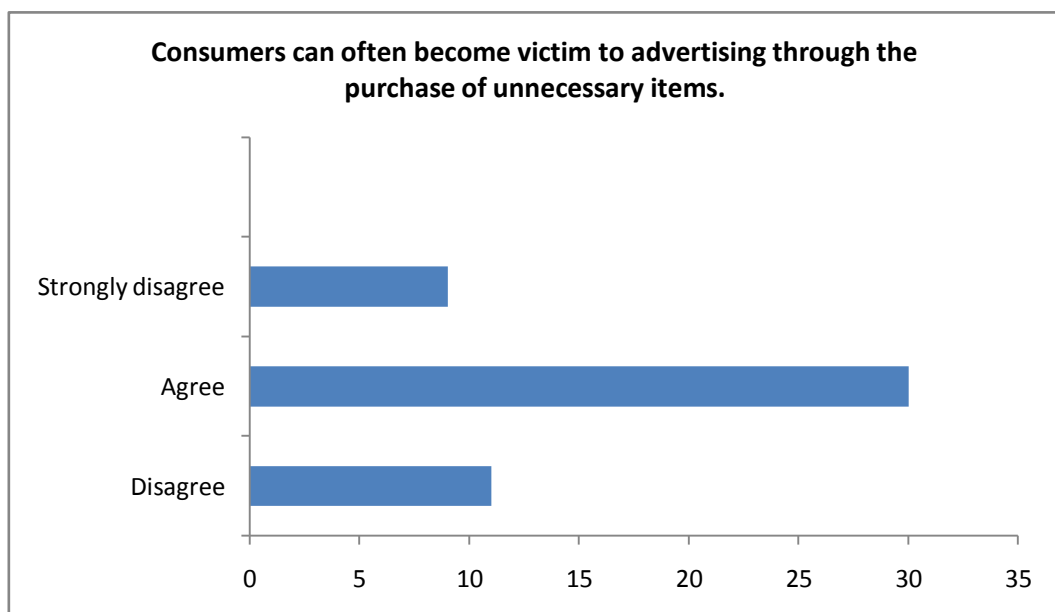
**iv) Going with new brands :-**

Advertisements are meant to produce brand image, consumer perception and products and services and to promote new goods and services.



Graph- IV shows that 70% (35/50) of consumers purchase products of new brands whereas 30% (15/50) of consumers choose to purchase the products of the brand they are familiar with.

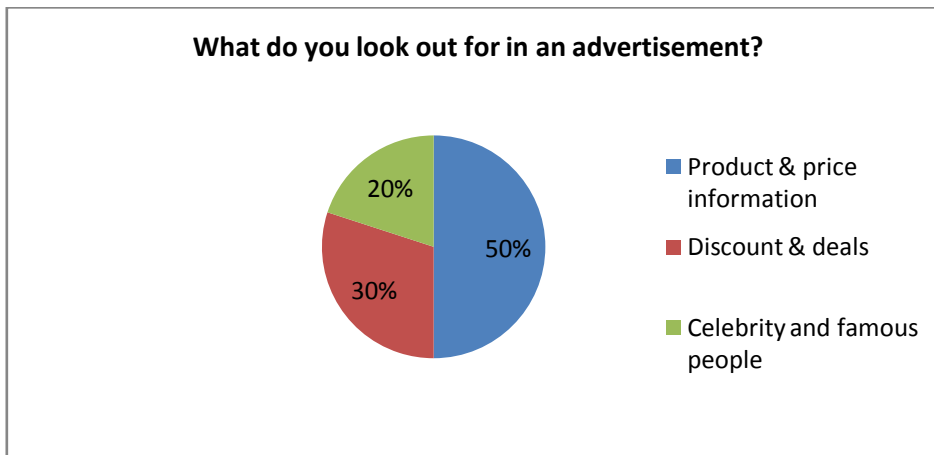
**v) Advertisement a cause of unnecessary purchases:-**Advertisement is very much connected with the psychological factors giving them a next level hope of improving their lifestyle. We start a purchases unnecessary item which is actually for us.



Graph-V shows that 18% (9/50) of the consumers strongly disagrees with the statement 60% (30/50) agrees with the statement and 22% (11/50) of the consumer disagree.

#### vi) **Kinds of Ads people love:-**

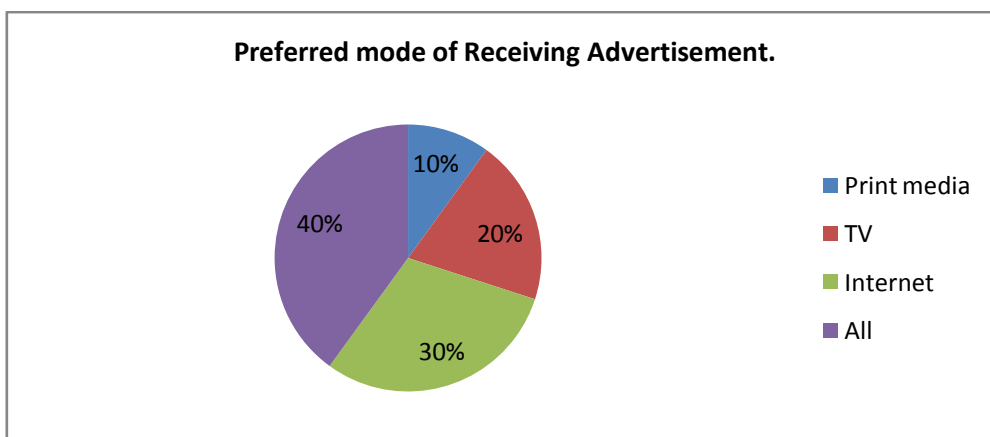
Consumers always look advertisement for product and price information. Every advertisement is unique in itself some looks for deals and some looks for their favorite celebrity.



Graph –VI shows that 50% of consumer research for product and price information and 30% of consumers looks for discount and deals and 20% of consumers looks for Celebrities and famous people.

#### vii) **Mode of Receiving Advertisements :-**

There are many modes of advertisements available in the marketing industry.



Graph –VII shows that 10% of consumers chosen print media. 20% of consumers chosen TV. 30% of consumers chosen internet. 40% of consumers chosen all options as preferred mode of receiving advertisements.



## Conclusion

The study was based on advertisement effect on consumers behaviour. Various variables were considered such as online advertisement, familiarity with product brand image mode of advertisement during the study. Moreover, for the image building of the product and better market share the advertiser should have to keep the following things in the mind.

First of all advertisements should be based on variety and reality. To make an advertisement effective it should be telecasted only 3 to 4 times in a day. Advertisements which make false claim should be banned. The quality of advertisement should be attractive and good because it keeps great impression on the consumer mind. At last, it was found advertisement plays a very crucial role to promote businesses, goods and services.

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