

Does Advertising Influence Consumer's Buying Behaviour

Harsimran Kaur,

M.Com-II, Department of Commerce, Mata Gujri College, Fatehgarh Sahib

Abstract

Advertisements have been used for many years to influence the consumer buying behaviour. Advertisements are helpful in creating the awareness among the customers of products. Advertising industry is a social institution born to full fill the customer needs to require and send information about the product, brand and service. Advertisement reaches on their target and consumers get ready to buy the product from the market. This particular research was conducted on the 50 customers who watch different types of advertisement to check the influence of advertisement on their buying behaviour. The random sampling techniques were used to identify the relationship between these variables. These results show that advertisements are very useful in creating the awareness among the customers. The objective of advertisement is to study the impact of advertisement on consumer buying behaviour. This study reveals the influence of advertisement on large part of people that is about 50% and 30% of medium and 20% of small proportion. The information provided in advertising is beneficial for people about product, services 30% people agree to this, 40% people disagree, and 30% are not sure. T.V advertisement influence 40 % people, newspaper advertisement influence 10 % people and online advertisement influences 50 % of the people.

Keywords: Advertisement, Consumer buying behavior, online shopping, Product, Customers.

Introduction

In the modern era, advertising is a major part of marketing. Advertisement is telecasted on television, also on the internet. Marketing and promotions through advertisements influence people and increase sales and productivity. Unsustainable consumers buying behavior is one of the behaviors that consumers look for in evaluating products and buying products and ideals. Advertisement is used for communication business information the present as well as to the prospective customers. Advertisement supplements a person selling largely. It is inevitable for increasing the volume sale. It may also be called a specialized marketing activity to make the consumer aware of the company along with products and services it offers to sell. Advertising is very common in all of us. Which figure in the life of easily use of us daily. We see it on television, in the sky, on the radio, in the newspaper, magazines even on our vehicle every product we use from matchbox to railways. It is part of our daily life and one cannot imagine the quality of this world with an advertisement. Marketing aims to affect how customers think and act. Consumer buying behavior refers to the buying behavior of a final consumer. Individuals and households that buy goods and service for personal consumption. Consumers around the world vary tremendously in age, income, education level, and taste. They also buy an incredible variety of goods and services. How this diverse consumer relates to each other and with other elements of the world around them affects their choices among various products, services, and companies. Here we examine the fascinating array of factors that affect consumer behavior. A more complex decision usually involves

more buying participants. The types of consumer buying behavior based on the degree of buyer involvement and the degrees of difference among brands.

- 1.) Complex buying behavior
- 2.) Dissonance reducing buying behavior
- 3.) Habitual buying behavior
- 4.) Varieties buying behavior.

Although advertising is using mostly by business firms, a wide range of not for profit organizations, professionals, and social agencies also use advertising to promote their causes to various target publics. Advertising is a good way to inform and persuade. Advertising strategy consists of two major elements: creating an advertising message and selecting advertising media. In the past, companies often viewed media planning as secondary to the message creation process. The creative department first created good advertisements, and then the media department selected and purchased the best media for carrying these advertisements to desired target audiences. Marketing management must make four important decisions when developing an advertising program

- 1.) Objectives,
- 2.) Budget decision
- 3.) Message decision
- 4.) Advertising evaluation.

Any paid form of non -personal presentation and promotion of ideas, goods, or services. Although mostly business firms use advertising, a wide range of not-for-profit organizations, professionals, and social agencies also use advertising to promote their causes to various target publics (Philip Kotler, 2012)

Advertising plays a significant role in marketing because it greatly influences customer's behavior for buying goods. Advertising increases, the productivity of the product and this is the hardest challenge for the seller, as the consumer's behavior does not easily influenced by the advertisement. Sometimes, it reaches on their target and consumers get ready to buy the product from the market. However, the quality of the product is judged only after using it. Most of the time, the product does not give those results to customers which were shown in advertisement and people do not buy that product again and suggest the same to other people. Nowadays, the focus of any advertisement is promoting their product through celebrities as young ones get more influenced by this. The main idea behind promoting the product is in such a way that directly hits the customer's mind so that buyers easily get ready to buy goods. The companies because of their huge fan following which affects the marketing process moreover choose celebrities as brand ambassadors; online shopping is another way to purchase goods these days.

Objective

- 1.) To study the impact of advertisement on buying behavior.
- 2.) To judge the reliability of advertisement.
- 3.) To know the level of awareness among customers.

Literature Review

Naveen Rai (2013) studied the impact of advertising on consumer behavior and attitude with reference to consumer durables. The study was conducted for a period ranging from 2009 to 2012. The data was analysis on 17 studies and used report by source dynamic logic. The result showed that advertisement world influence the behavior of customer and the customer are induced significantly by advertisement when target is on quality and price of product.

Samar and Samreen (2015) the examined that impact of advertisement on buying behavior of the consumer. The study was collected on primary data. The study was conducted for a short time period. SPSS software was applied to analysis the advertising influence to consumer behavior. Descriptive statistic and correlation methods were used in this study. The study suggested both of these variables such as consumer's awareness and consumer perception will motivate the consumer to buy a particular product.

Shadman shakib (2017) the purpose of this study on the influence of advertising on consumer buying behavior. Primary data was taken within the period of 90 days. Random sampling method was applied to study the impact of advertisement on consumer buying behavior. The result showed that advertising are able to change the opinion about the product in the mind of consumer.

R.Sunderaraj (2018) analysed the impact of advertisements on the buying behavior of the consumer. The study was conducted for a short-term period. The data was based on primary and secondary resource and was collection from textbooks, magazines and, the internet, as well as the primary data, was collected by questionnaire simple per cent analysis, chi-square and weighted arithmetic mean analysis was applied to study the impact advertisement on consumer buying behavior. The result showed that advertisement only discloses the advertisement good feature of the products. The product is not physically available in the advertisement can also give some drawbacks of the products.

Chukwu, Kanu, and, Ezeabogu (2019) investigated the impact of advertisements on consumer buying behavior. The study was collected on primary data and was collected from the web portal and through the questionnaire. A non- probability purposive sampling technique was used in this study. SPSS software was used to analysis of advertisement's influence on the consumer. It was concluded that the model has good explanatory power on the change in consumer buying behavior.

Scope of the Study

The scope of the study is restricted to the Fatehgarh Sahib District of Punjab, for the collection of the primary data the study is confined to the rural area of (Sirhind) district of Punjab state only.

Research Methodology

Research Design

The study being undertaken is descriptive in nature. The major purpose of the descriptive research is descriptive characteristics of a population being studied. In this research study, the scientific method is followed.

Sampling Unit

In the current study, collected from people living in Sir Hind.

Sample Size

The sample size so selected that the total of 50 consumers was approached. All survey questionnaires attach to the report.

Data Collection

In the present study, primary data is collected through questionnaires as well as the current study has used the information available on the web portal.

Sampling Design

The data required for the study, random sampling technique has been used. The respondent for the survey has been selected from the selected rural area of Sirhind region of Punjab, like- Sohagheri , Bhal majora , Tarkheri.

Analysis

Table 1: Like to watch/ read advertisement

S.NO	Particular	Total	%
1	Not at all	----	----
2	Rarely	10	20%
3	Sometime	40	80%
Total		50	100%

Source: Primary Survey, 2018

Table 1, conveys that 20% of respondents are rarely watching an advertisement, 80% of respondents are having a sometimes watch of advertisements and zero percent of respondents are not watching advertisements.

Table 2: Extent advertisement influence you

S.NO	Particular	Total	%
1	Large	25	50%
2	Small	10	20%
3	Medium	15	30%
Total		50	100%

Source: Primary Survey, 2018

Table 2 shows that out of 50 respondents, 50% of respondents are said that advertisement has a large influence on buying behavior. 20% of respondents said that advertisement has a small influence on buying behavior as well as, 30% of respondents said that advertisement has a medium influence on buying behavior.

Table 3: Advertising is beneficial as it provides information about the product and service to the consumer.

S.NO	Particular	Total	%
1	Agree	15	30%
2	Disagree	20	40%
3	Not sure	15	30%
Total		50	100%

Source: Primary Survey, 2018

Table 3 of this survey results that 30% of agreeing, 40% of disagreeing, and 30% of not sure respondents participated in the advertisement is beneficial as it provides information about the product and service to the consumer.

Table 4: Law should ban all advertisements.

S.NO	Particular	Total	%
1	Yes	45	90%
2	No	5	10%
Total		50	100%

Source: Primary Survey, 2018

Table 4 shows that 90% of the respondent is satisfied with the advertisement should be banned by law and 10% of respondents are not satisfied with advertisement should be banned.

Table 5: You look in advertisement

S.NO	Particular	Total	%
1	Brand	20	40%
2	Celebrities and famous people	10	20%
3	Price level	20	40%
Total		50	100%

Source: Primary Survey, 2018

Tables 5, 40% of respondents are looked in the advertisement only to banned and price level. 20% of people are watched in the advertisement for celebrities and famous people.

Table 6: Type of advertisement influence the customer more

S.NO	Particular	Total	%
1	T.V	20	40%
2	Newspaper	5	10%
3	Online	35	50%
Total		50	100%

Source: Primary Survey, 2018

Table 6 results that 40% of respondents are influenced by television advertisement and 10% of respondents are influenced by newspaper advertisement as well as 50% of peoples are influenced by online advertisement.

Table 7: Pay attention to online advertising

S.NO	Particular	Total	%
1	Yes	10	20%
2	No	15	30%
3	Sometime	25	50%
Total		50	100%

Source: Primary Survey, 2018

Table 7 of this survey result that 20% of people pay attention to online advertising and 30% do not pay attention to an online advertisement, as well as 50% of respondents, are having sometimes pay to attention online.

Table 8: Like online shopping or personal shopping

S.NO	Particular	Total	%
1	Yes	20	40%
2	No	10	20%
3	Both	20	40%
Total		50	100%

Source: Primary Survey, 2018

Table 8 this survey result that 40% of people purchase an online product and 20% do not purchase online products.

Table 9: Brand's name influence you while purchasing any product

S.NO	Particular	Total	%
1	Yes	10	20%
2	No	10	20%
3	Sometimes	30	60%
Total		50	100%

Source: Primary Survey, 2018

Table 9 this survey result that 20% of people go with the yes option as they think brand name influences them while making a purchase decision. Whereas the same ratio agreed with the no option also. Moreover, 60% of people sometimes get influenced by the brand name.

Table 10: Advertisement helps to make a better selection of the product while purchasing

S.NO	Particular	Total	%
1	Agree	40	80%
2	Disagree	5	10%
3	Strongly agree	5	10%
Total		50	100%

Source: Primary Survey, 2018

Table 10 this survey result that 80% of people think that advertisement helps in better selection of products and 10% of people choose strongly agree option. Whereas, 10% shows their disagreement.

Table 11: Advertisement one can learn about fashion

S.NO	Particular	Total	%
1	Agree	45	90%
2	Disagree	5	10%
Total		50	100%

Source: Primary Survey, 2018

Table 11 this survey that, a large number of people are agreeing with the statement that advertisement can help to learn about the new fashion as the ratio is 90% and only 10% people choose disagree option.

Suggestions

1. It suggested that advertisement only discloses the advertisement good feature of the product and since the product does not physically available in the advertisement.
2. It suggested that a lack of information about the product.
3. The increase in the number of fake advertisements on online sites and television channels.

Conclusion

This research has shown the impact of advertisements on consumer behavior. The online advertisement is taking place in a newspaper advertisement and television advertisement. The online advertisements are giving a discount and offer on the product if the consumers are buying goods through online applications. The consumer does easily influence from advertisement but the product is not available for physical verifying only advertisement attracts to their consumer mind with affective layout and price. The overall summary said that advertisement does more focus on the product sale, not on the quality of the product. Moreover, the feedbacks of advertisement influence consumer-buying behavior through the questionnaire as well as all data analysis with the simple percent method. It will be easy for the company to change the consumer mind by creating awareness and building a strong perception.

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