

A Study On Influence Of Advertisements On Consumer Buying Behaviour

Author

Dr.V.MAHALAKS HMI

Head, PG & Research Department of Commerce,
Idhaya College for Women, Kumbakonam, Tamil Nadu
(Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu)

Abstract

Advertising is intrinsically linked to the marketing process and has a place in every business. With various options available, the organisation has the opportunity to discover and utilise the best strategy for their audience. Advertising gives the organisation a specific platform to shout about the brand, product or service offered by the organisation. Advertising is carried out on the television, radio and in newspapers however disruptive technology like the internet has changed advertising and the effect it can have on consumers particularly where it concerns their purchasing decisions. Advertising has a dynamic effect on consumers' purchase and sales of producers on a long term basis.

Key words: Advertisement, Consumer Buying Behaviour.

Introduction

Advertisements do more than inform or persuade. They eloquently translate feelings and opinions. Advertisements in the olden days were more passive and extremely limited in scope. The earliest media used for advertising was through sign-boards and writing on the walls of prominent buildings. The evolution of printing machinery revolutionised the art of advertising. Later on electronic media came into effect and the latest mode of advertising is through the internet.

Before deciding to purchase a good or service, consumers look into various sources for getting information about that good or service and to know whether their purchase will be worthwhile. One such source of information is advertisements. Advertisements not only convey information but have the power to persuade a common man to purchase logically or emotionally by triggering his pride, envy, affection or some emotions.

Littlefield defines it as “advertising is mass communication of information intended to persuade buyers as to maximise profits.”

Stanton defines, "advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea.”

This study therefore seeks to find out the role played by advertisements in the general buying behaviour of consumers. The research also seeks to bring out the extent the consumers are affected by the messages in the advertisements and also tries to identify the most popular advertising media that has an effect on their purchase decision.

Types of advertisement

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer. Today's advertiser has a vast array of choices at his or her disposal. The Internet alone provides many of these, with the advent of branded viral videos, banners, advertorials, sponsored websites, branded chat rooms and so much more.

Consumer Buying Behaviour

Consumer buying behaviour is the sum total of a buyer's dispositions, inclinations, aims, and choices with respect to the purchaser's conduct in the commercial center when obtaining an item or administration. The investigation

of buyer conduct draws upon sociology orders of human sciences, brain science, social science, and financial matters.

Factors influencing Buying Behaviour

The consumer behaviour or buyer behaviour is influenced by several factors or forces. They are: 1. Internal or Psychological factors 2. Social factors 3. Cultural factors 4. Economic factors 5. Personal factors

Need for the Study

These days' business companies are advertising their product so much on televisions and are spending so much money on the advertisements of their products. Corporate companies spend huge amount of money for advertising for increasing the sale of their product. Hence this study attempts to answer the following questions:

1. How advertisements attract the attention of the consumer?
2. What is the influence level of advertisement on consumer behaviour?
3. What is the impact of advertisement with respect to different Occupation, marital status and educated people?
4. Are the respondents satisfied with their purchase based on advertisement?

Statement of the problem

The research has been undertaken with an objective to understand the influences of advertisement in consumer buying behaviour towards consumable products in Thanjavur town. It also studies the essentials for the extent to which the advertisement creates positive change in consumer buying behaviour. Influence of various modes of advertisements like television, radio, internet, magazines etc. on consumer buying behaviour is analyzed in this study.

Objectives of the study

1. To analyse the influence of advertising on the purchase decision of consumers.
2. To examine the reasons for purchase based on advertisements.
3. To identify the media that influences the purchase decision.
4. To evaluate the satisfaction of the consumers on their purchase based on advertisements.

Research Methodology

The methodology used helps to show how the research was carried out taking into consideration available resources and limitations. The sample size for the study is 87. The study was conducted only in Thanjavur town in Tamilnadu state. The sampling technique used is Random Sampling Technique. The sources of data are primary data and secondary data. Questionnaire was designed to collect data from the respondents. The questionnaire contained questions relating to the personal information of the respondents and questions to elicit information regarding influence of advertisement on their purchase decision.

Chi-Square test table No.1:

Table showing significant association between Gender and the type of advertisement often seen

H_0 = There is no significant association between gender and type of advertisement seen often.

H_1 = There is significant association between gender and type of advertisement seen often.

Gender	Which type of advertisement do you see often?				Statistical inference
	Television	Newspaper and Magazine	Radio	Internet	
Male	23	15	2	8	$X^2 = 3.634$ Df=3 P=0.304
Female	25	7	3	4	
Total	48	22	5	12	

Inference: As $P > 0.05$, the null hypothesis is accepted. Hence there is no significant association between gender and type of advertisement seen often.

Chi-Square test table No.2:

Table showing significant association between gender and influence of advertisement on buying behaviour

H_0 = There is no significant association between gender and influence of advertisement on buying behaviour.

H_1 = There is significant association between gender and influence of advertisement on buying behaviour.

Gender	How much influence do advertisements have on your buying behavior?				Statistical inference
	Large Influence	Medium	Small	Not sure	
Male	8	25	12	3	$X^2 = 5.140$ Df=3 P=0.162
Female	5	17	8	9	
Total	13	42	20	12	

Inference: As $P > 0.05$, the null hypothesis is accepted. Hence there is no significant association between gender and influence of advertisement on buying behaviour.

Chi-Square test table No.3:

Table showing significant association between Age and purchase made based on advertisement

H_0 = There is no significant association between Age and purchase based on advertisement

H_1 = There is significant association between Age and purchase based on advertisement

AGE	Did you make any purchase based on advertisement?		Statistical inference
	Yes	No	
15-25	34	13	$X^2 = 1.034$ Df=4 P=0.905
26-35	18	6	
36-45	6	3	

46-55	3	2	
ABOVE 55	1	1	
Total	62	25	

Inference: As $P > 0.05$, the null hypothesis is accepted. Hence there is no significant association between age and purchase based on advertisement.

One-way ANOVA Table No. 4:

Table showing significant difference between Monthly income and influence of advertisement on buying behaviour

H_0 = There is no significant difference between monthly income and influence of advertisement on buying behaviour

H_1 = There is a significant difference between monthly income and influence of advertisement on buying behaviour

	Sum of Squares	Df	Mean Square	Mean	Statistical Inference
Between Groups	6.388	5	1.278	$G1=2.32$ $G2=2.38$ $G3=2.39$	F=1.628 P=0.162 Not Significant
Within Groups	63.566	81	.785	$G4=2.67$ $G5=3.33$ $G6=1.67$	

$dG1$ = Not Earning; $G2$ = Below Rs.10,000; $G3$ = Rs.11,000-20,000; $G4$ = Rs.21000-30000; $G5$ = Rs.31,000-40,000; $G6$ = More than Rs.40,000

Inference: The null hypothesis is accepted because $p > 0.05$ and hence there is no significant difference between monthly income and influence of advertisement on buying behaviour.

One-way ANOVA Table No. 5:

Table showing significant difference between monthly income and satisfaction with the purchase based on advertisements

H_0 = There is no significant difference between Monthly income and satisfaction with the purchase based on advertisement

H_1 = There is a significant difference between Monthly income and satisfaction with the purchase based on advertisement

	Sum of Squares	Df	Mean Square	Mean	Statistical Inference
Between Groups	3.956	5	0.791	$G1=2.66$ $G2=2.46$ $G3=2.39$ $G4=2.83$ $G5=3.00$ $G6=2.00$	F=0.949 P=0.454 Not Significant
Within Groups	67.561	81	.834		

Inference: The null hypothesis is accepted because $p > 0.05$ and hence there is no significant difference between monthly income and satisfaction with the purchase based on advertisement.

T- test Table No. 6: Table showing significant difference between gender and influence of advertisement on buying behaviour

H_0 = There is no significant difference between gender and influence of advertisement on buying behaviour

H_1 = There is a significant difference between gender and influence of advertisement on buying behaviour

Gender	N	Mean	S.D	t value	Statistical inference
Male	48	2.21	.798	0.717	Df=85 P>0.05 Not Significant
Female	39	2.54	.996		

Inference: Since $p > 0.05$, the null hypothesis is accepted. Hence there is no significant difference between gender and influence of advertisement on buying behaviour.

T- test Table No. 7: Table showing significant difference between age and influence of advertisement on buying behaviour

H_0 = There is no significant difference between gender and satisfaction with the purchase based on advertisement

H_1 = There is a significant difference between gender and satisfaction with the purchase based on advertisement.

Gender	N	Mean	S.D	t value	Statistical inference
Male	48	2.50	.899	0.585	Df=85
Female	39	2.62	.935		P>0.05 Not Significant

Inference: Since the p value is greater than 0.05, the null hypothesis is accepted. Hence, there is no significant difference between gender and satisfaction with the purchase based on advertisement.

Findings

- o More than half (55.2 per cent) the respondents are male.
- o 54 per cent of the respondents belonged to the age group of 15-25 years.
- o Nearly half (47.1 per cent) of the respondents were not income generators which signifies that they were studying.
- o Most of the respondents preferred to watch advertisement through Television.
- o Of the 87 respondents, 62 respondents opined that they make purchases based on the advertisements they see or read or hear.
- o 37.9 per cent of the respondents pointed out that they purchased products based on advertisement because they get a better understanding of the product through advertisements.
- o 48.3 per cent of the respondents felt that they had marginal influence of advertisement on their buying decision.
- o 32.2 percent of the respondents preferred to have price information in the advertisements.
- o Most of the respondents' purchase behaviour was influenced by the Television advertisements.

- o Among various products purchased on seeing advertisement, 24.1 percent of the respondents purchased cosmetics on seeing the advertisement.
- o 39.1 per cent of the respondents were satisfied with their purchase based on advertisement.
- o 12.50 % of the respondents opined that the advertisements are exaggerated as the reason for dissatisfaction of their purchase based on advertisement.
- o Chi-square Analysis revealed that there is no significant association between gender and type of advertisement seen often.
- o It was found through Chi-square analysis that there is no significant association between gender and influence of advertisement on buying behaviour.
- o The Chi-square Analysis brought out that there is no significant association between age and purchase based on advertisement.
- o One-way ANOVA analysis revealed that there is no significant difference between monthly income and influence of advertisement on buying behavior.
- o It was found through One-way ANOVA analysis that there is no significant difference between monthly income and satisfaction with the purchase based on advertisement.
- o T-Test found that there is no significant difference between gender and influence of advertisement on buying behaviour.
- o It was revealed through T-test that there is no significant difference between gender and satisfaction with the purchase based on advertisement.

Suggestions

- o It can be understood from the study that advertisements have an influence on the buying decisions. It was also found that television advertisements were the mostly preferred medium of advertisement by the respondents. Hence the advertisers can improve the quality of advertisements projected through television by imparting the correct information about the product advertised since it is the only medium through which information can be heard and seen.
- o Eye-catching and easy –to- remember slogans can be used to advertise products which will help the general public to retain the advertisements in their memory.
- o It was found from the research that information regarding the price was expected to be included in the advertisements. Hence the advertisers must try to include the prices of their product which is advertised for the benefit of the consumers and the advertisers.
- o Advertisements in Newspaper and Magazine had lesser influence in the purchase decision of the consumers. Hence the advertisers must take efforts to use this medium to advertise the products because it is cost effective and a powerful message carrier to the consumers.
- o Another reason for the lack of satisfaction in the purchase of products based on advertisements was that the advertisements contained exaggerating facts about the product advertised. Hence it is a strong suggestion that the advertisements should contain accurate facts about the features of the product and thereby try to sustain the advertisements on the minds of the consumers.

Conclusion

Advertisement fulfils the necessities of the firm and also the desires of shoppers. Its part can never be supplemented by some other means in this

unique universe of our own. It is in this manner an absolute necessity for firms to strategize and know when and where they should promote to increase greatest returns. The findings of the present research are that advertisements create an overall impact on the purchase decision. The consumers have their own motivational sources other than advertisements but the study uncovered that ads persuades them to purchase consumer goods. An advertisement reaching a potential consumer while the consumer is still looking for data, will have a more noteworthy effect, since the purchaser is saved the time and exertion expected to search out this data himself and is less inclined to switch to contending brand ads to acquire the extra data. At the end of the day, purchasers are by and large more receptive to various brand commercials while they are looking for data on these brands. Hence the advertisers must exploit this situation and try to promote their product by projecting accurate information about their product and try to reach the unreached in an effective manner.

References

- Ghulam Shabbir Khan Niazi, J. S. (march 2012) Effective advertising and its influence on consumer buying behavior. Information Management and Business Review.
- Gupta S.P, "Elementary Statistical Methods, Sultan Chand & Sons, XVIII Edition, 2014, Pp.14.2-14.11.
- Kothari C.R, "Research Methodology", New Age of International (p) Ltd, New Delhi, Second Edition, 2001, Pp.403-422.
- Kumar, L. B. (May 2011) Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). World Review of Business Research.

- Manivasagan, R.S. (2016) Impact of Advertisement on Consumer Behaviour for Home Appliances in Madurai City, India. International Journal of Innovative Research and Development.
- Pallav, R. (september 2016) Impact of Media Advertising on Consumer Buying Behaviour, International Journal of Research in Finance and Marketing (IJRFM).
- Pillai R.S.N, Bagavathi, "Practical Statistics", S.Chand & Company Pvt. Ltd, New Delhi, II Edition, 2013, Pp.770-776.
- Raju, D. D. (December 2013). The Role of Advertising in Consumer Decision Making. IOSR Journal of Business and Management (IOSR-JBM).
- Saravanel P, "Research Methodology", Kitab Mahal Publishers, Allahabad, XVI Edition, 2015, Pp.339-356.
- Thirumaran, D. N. (February 2017) Impact of tv advertisement on buyer behaviour and satisfaction in Nagapattinam district. International Journal of Advanced Scientific Research & Development.