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Advertisements Persuade Customer to Purchase the Product

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Introduction

In today's era ads are considered to be playing the important role in taking the product to every nook and corner of the world. It is the quintessence of everymanufactured goods or trademark of every brand. It canalso be the pilot embodiment of victory or to the losing groundstratum of its survival. An advertisement, once done in an apt way, can create a center of attention to the larger number of the target viewersat one attempt.

It is also to be notified that the people who consume the products mostly would be influenced by their perception of the products towards how they buy them and use them, in this manner every business can climb the ladder of the success, if only they make use of the above mentioned medium to promote their product in the market, on this process they will be able to attract as well as to retain the regular consumers with the high and which can be achieved by the commercial big business who can create a sturdyend useropinion for its produced goods and services.

It is to be notified that end userof the products is our consumers hence their perception towards any final end item for consumption said to be the deciding factor of the buying behaviour of the customers and their perception can be influenced by various factors that comprise exterior outlook, sense of the merchandised products, cost, and value.

The factors like Quality advertisements and optimistic perception are meticulous thought to be the roots tolive to tell the tale in this uncertain business world. They also dynamically support in retaining the regular consumers in order to add profit to the organization and in turn helps the consumer to have significant relation with the perception of the consumer and their buying behaviuor.

Scope of the Study

Deduction from the description issupportedby the responses that are collected from the end user especially with reference to advertisements and their related promotional activies. This work will start revealing the perception of people who consume the product in the end, after having viewed the advertisement. The people who will give these responses are the consumers by using the primary data secondary data collection method as well as the based on the research questions that are prepared by the researcher.

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Objectives of the Study

- To study the purchasing behaviour of the consumer in line with after having watched the advertisements
- To assesshow the advertisements can change the life of common man and their perception towards the product
- To explore the factors those are considered to be the major influencersin the decision process

Need for the Study

In the current state of affairs, one can perceive that the progression involved in understanding the consumer buying, has a multifacetedissues as it absorbsmany internal and external factors that persuade have the buying decisions of consumers. The end users do not waste lot of time in purchasing the products that are low in value and that are considered to be valueless which are purchased on sudden urge. Manufacturers of such products will need to implement strategies that encourage consumers to buy on urge from them instead of their competitors.

Statement of the Problem

Advertisements are mode of contactplanned to induce viewers, readers or listeners to acquire or getvariousaccomplishmentin the leadto purchase products or services etc. The procuring of the goods procedure is a choice – creationmethodinthreat. The researchers have tried to explore the association between independent variables which are in control of the arousinganswer with attitudinal and behavioural aspect of the people who buy the products.

Literature Review

Dianoux Christian, LinhartZdeněk, Vnoučková Lucie (2014), explored the dissimilarity consequences of the attitude of the customer buying the products and advertisements on them. It is proved that the advertisements have the greater force on the buying behaviour of the consumers.

Dr. D. Prasanna Kumar & K. Venkateswara Raju (2013), exposed the crystal clear connection of the features that are related with the poignant attachment and the change in the attitude as well as the very aspect of the behaviour of the customer. Hafiz Muhammad Arshad, Dr. Mudasar Noor, Nabila Noor (2014) investigated that the inner responses are given after having viewed the advertisements that are scrolled in every media, proving that ads do help the consumers to buy the product.

Zain-Ul-Abideen (2011) has proved that there is strong association with the buying behavior of the consumer and advertisements which can be screened through electronic media. He also proved that the people who buy the products and their emotions are interlinked. Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor (2013) in their analysis came out with conclusion that “the impact of

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brand image and advertisement on consumer buying behavior" brand trade icon and commercial ads encompass strapping constructive influence and noteworthy bond in determining the behaviour of the consumer. After having watched ads, final users of the products have the positive attitude towards what they buy and what they use. Their Study divulged that the youngsters are more mindful with reference to their social status and hence they go for buying the branded products and in this regard the ads positively influence them to purchase the products.

Research Methodology

Research Design

Descriptive method is adopted by the investigator to discover and find the answer to the gap that he/she is going to adopt in the project. It is also observed that the descriptive study also further goes in revealing and exploring the issues pertaining to the analytical study

Sampling Design

The convenient sampling is been adopted as the respondents were chosen according to the flexible time duration of the researcher and the questionnaire that was prepared and to be administered by the respondents for the data collection using the survey method. It also includes the test size and sample method.

Sample Size

This research was administered on the 150 respondents from Thanjavur District.

Instrument Used

The statistical tools like ANOVA, CORRELATION AND REGRESSION are used for analyzing the data.

Hypothesis is used to interpret the values from the results.

- If the significance value is less than 0.05, then there is significance difference between the variables
- If the significance value is more than 0.05, then there is no significance difference between the variables

Hypothesis is Denoted in Notations

H0: There is no significance between the variables.

H1: There is significance between the variables.

- Regression says the cause and effect of the study between the dependent and independent variable
- One way ANOVA indicates that there is significance difference between the factor and the variable.

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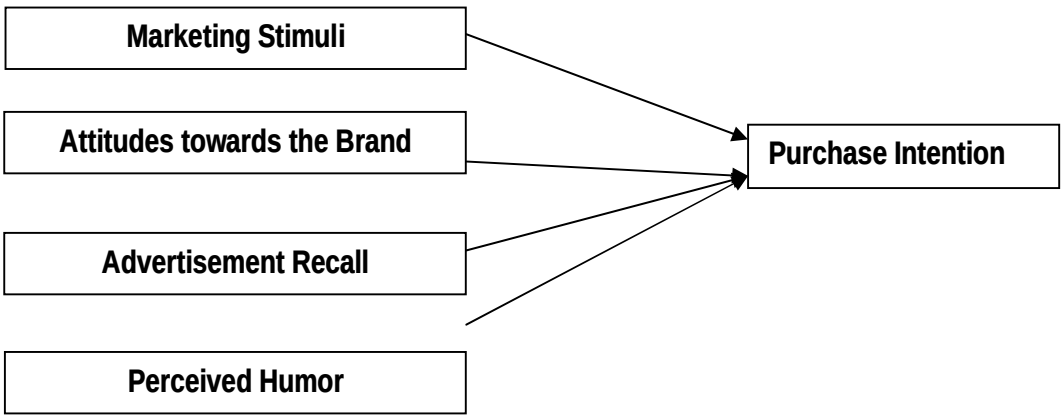
Conceptual Framework



Data Analysis and Interpretation

ANOVA

ANOVA

Advertisement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	61.847	1	61.847	7.118	.008
Within Groups	1285.913	148	8.689		
Total	1347.760	149			

Interpretation

The result shows that there is significant difference between gender and advertisementi.e 0.008 which is lesser than the significance level of 0.05

Correlation

Correlations

		a	b	c	d	e
a	Pearson Correlation	1	.435**	.461**	.537**	.571**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
b	Pearson Correlation	.435**	1	.579**	.662**	.732**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150

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	Pearson Correlation	.461**	.579**	1	.578**	.446**
c	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
	Pearson Correlation	.537**	.662**	.578**	1	.663**
d	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
	Pearson Correlation	.571**	.732**	.446**	.663**	1
e	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The above results show there is a strong positive correlation between Advertisement recall and marketing stimuli, attitudes towards the brand, purchase intention and perceived humor.

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.574	.562	1.99001

a. Predictors: (Constant), Marketing Stimuli, Attitudes Towards the Brand, Purchase Intention, Perceived Humor

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.452	1.473		.307	.759
	a	.187	.082	.158	2.286	.024
	b	.263	.093	.248	2.824	.005
	c	.233	.070	.233	3.342	.001
	e	.293	.089	.287	3.280	.001

a. Dependent Variable: Advertisement Recall

Interpretation

The above results shows that 57.4% has impacted on the variables of marketing stimuli, attitudes towards the brand, purchase intention, perceived humor

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Results

It is to be noticed that the top brands go for creating the advertisements to mesmerize the consumers to make them to buy their product. The advertisements also help us to understand the behaviour of the final end users. It also induces them to be crazy and be loyal to the product that they buy to increase the social status and to modify their life style in this fast moving world. It is found in this study is that the majority of the people view and agree that the advertisements persuade them to purchase the products unconsciously. Having analysed the data one find that the people who belong to the age group of 21 – 30 are more influenced by the ads.

Findings

The findings of the results unveil and validate that the ads can really change the entire idea of the consumer and can brain wash them to modify their opinion on a particular product and easily convince them to procure them. They also induce them the eyes of the consumer to watch them again and again in turn affecting them both positively and negatively. Advertisements are also known to be the vibrant means of communication to express the plannedmeaning to the aimed people who likely to purchase the products. The regression analysis reveal that 57.4% of influence being done on the factors like, marketing stimuli, attitudes towards the brand, purchase intention, perceived humor.

Limitations of the Study

It is to taken into consideration that there was a short time duration to conduct the study and collect the data which was majorly faced by the researcher, because of there could be respondent error, behavioural error. The geographical area for the research is another reason as it was limiting to the respondents from Thanjavur location which does not include the respondents from the wider perspective and from various location.It is also suggested that the ads should not be too long to watch and too short to peep away, theyalso should be pleasing and attracting the regulars to engage.

Conclusion

This meticulousstudy was to examine anden route forfinding outthe brunt of advertisements in addition to make a decision to buy. The findings reveal that the factors like marketing stimuli, attitudes towards the brand, purchase intention, perceived humorcan have the strong manipulation to determine and decide the behaviour of the consumers to buy the products. Acquisitionfor result should be in a measurable position on the process of optimizing thepurchaserto look for the manufactured goods or the produced goodsso as to acquiesce the greatesthappiness. The selection process can be well thought-out in the investigation as the rewardingswitch overamongstproducts that enjoyeye-catchingdistinctiveness at diverseechelon.

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This examination of the task of added source in making the decision to purchase the product has suggestion for promotional activities. Any advertisement while attaining a probablepurchaser, the buyer also on the verge inlooking out for ideas that shall comprise the greater impact. In other words, consumers are by and large more open to varied brand want ads. Results let know that advertisements are helpful in the wakefulnessamid the regulars and convince the group to obtain the merchandised goods which will make them happy. Hence in close it can be said that the advertisements stimulate the buying behavior of the consumers and making them to be part and parcel of the marketing strategy in the present scenario among the corporate bigwigs.

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