

AD Effectiveness In Buying Decisions Of Consumer Products

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ABSTRACT

This study is an attempt to study the effectiveness of different types of advertisements and how people buy products after seeing those advertisements. This study analyzed the impact of advertising on consumer buying behavior in the different segments of products like FMCG, FMCD, Insurance, automobile, service providers, Banking products, Educational products, Clothing, and Real estate. The different mediums of advertisements that we are considering are print advertisements, outdoor advertisements, Radio advertisements, Television advertisements, Internet advertisements, Internet advertisements, Direct mail, Film advertisement, exhibitions, and mobile advertisements.

A sample of 77 respondents become confirmed and analyzed by using statistical techniques like Chi-square test. The research states that marketing communication made a enormous effect on the customer buying nature and it's understood that not all the classified ads made by businesses are impressive, understandable, catching, unique, innovative and honest.

Keywords: advertisements, buying decisions, customer perception, credibility.

1.1 INTRODUCTION

Almost anyone grows in a world that is overwhelmed with the aid of media, such as television, commercials, movies, videos, billboards, magazines, movies, music, newspapers and the Internet. Of all marketing weapons, advertising and marketing is lengthy-term which impacts on the thoughts of the viewer due to the fact its publicity is a whole lot wider. Advertising is a subset of the promotional mix, which is one of the 4Ps within the advertising mix, i.e. Product, Price, Place, and Promotion. Advertising, income promotion, and public relations are tools for mass verbal exchange that are to be had to traders. Advertising via all media affects the audience, however television is one of the strongest advertising media and its mass reach can have an effect on not simplest attitude, behavior, lifestyle, exposure and, in the lengthy run, even the lifestyle of the country.

The main purpose of advertising is to steer purchasing behavior; however, this brand effect is often converting or reinforcing in people's minds. Brand recollections are made up of these manufacturers that issue the brand within the consumer mind. This emblem knowledge influences considerations, ratings, and ultimately purchases. It seeks to become aware of elements that influence patron behavior, particularly economic, social and mental aspects. When younger people choose advertising facts and characters as their roles, they may not identify with them, but they also want to replicate them as to how they get dressed and what to buy.

The different types of advertisements and products used in the study are as follows.

Advertisements considered for the study	Products/services considered for the study
Print advertisements	FMCG
Outdoor advertisements	FMCD
Radio advertisements	Insurance
Television advertisements	Automobile
Internet advertisements	Service providers
Direct mail	Banking products
Film advertisements	Educational products
Mobile advertisements	Clothing

1.2 REVIEW OF LITERATURE

Keisukehattori 2014, The study provides important insights into the parental perception of their children's buying behavior. The study located that urban teens do no longer buy TV marketed products in the event that they do now not require those brands. They additionally like the classified ads for the goods that they're using and believe that products are as precise as expected from TV commercials.

PragyaKeshari et al 2016, The have a look at stated that amusement, informational value, and credibility have a direct wonderful affect, at the same time as nuisance has a direct negative influence on customer attitude towards marketing in newspaper and magazines.

V.Prabakaran 2012, The great of the statistics positioned on a business enterprise's internet site has an immediate have an impact on on the clients' perceptions of the corporation and the organisation's products

Accordingly, the facts delivered to them thru commercial also needs to show functions and value for the customer.

Madhusmita Das 2016, Newspapers and magazines are two different automobiles for commercial, both have a similar effect on an individual's mind-set. Perceived amusement, credibility and data are without delay or positively associated with the attitude towards advertisements in both newspaper and magazine, at the same time as perceived nuisance isn't associated with the individual's attitude.

Eisend 2010, The observe contributes to the discussion of the hierarchy of consequences models through displaying how the hierarchies depend on combinations of enter and Attitude, Behavior, Emotion, Credibility.

RekhaAttri 2017, The take a look at says that Brand photo is developed over the years thru marketing campaigns with a consistent theme, and is authenticated thru the consumers' direct experience.

Madhusmita Das 2009, The take a look at says that internet advertisements are the sturdy manner of communiqué media to carry the supposed message to the target group of clients The ads need to neither belong nor be too short. They should be appealing and tasty the clients to involve in the advertisement.

RekhaAttri 2017, Research indicates that even in the same institution of customers, differences abound that make advertising to women and men another issue to take into account differences require that the business enterprise define their target marketplace as men, girls or both ought to outline the marketplace in order to higher recognize a way to communicate efficaciously with them.

1.3 OBJECTIVES

- To study the effectiveness of advertisements in influencing consumer product buying decisions
- To study factors affecting the consumer buying process with respect to advertisements

1.4 SCOPE OF THE STUDY

The Inferences from the study are based on the responses given by the consumers in a Bangalore. This study will be helpful in getting an insight into the perception of Consumers on Advertisements. A survey was conducted during the month of August 2018 on the general public in Bangalore by giving 77 questionnaires.

1.5 LIMITATIONS

- The area of study is kept limited due to short time
- Only selected variables of consumer buying decisions were considered
- The sample size of the respondents is limited to 77 only
- The study was conducted only in the Bangalore

1.6 RESEARCH METHODOLOGY**❖ Research Design:**

Descriptive research

❖ Data Collection**• Primary data**

The data was collected with the help of a structured questionnaire

• Secondary Data

The collection of the data was done through journals, research papers, Articles

❖ Sampling Method

Convenience sampling

1.7 DATA ANALYSIS AND INTERPRETATION

This study was conducted to find out the effectiveness of advertisements in product buying decisions. The data was collected from 77 respondents in Bangalore. The demographic profile of the respondents are shown below

Table 1: Demographic profile of the respondents

		Frequency	Percent
Gender	Female	43	55.8
	Male	34	44.2
	Total	77	100.0
Age	10-20 years	4	5.2
	21-30 years	64	83.1
	31-45 years	5	6.5
	Above 45 years	4	5.2
	Total	77	100.0
Income	<15000	43	55.8
	15000-30000	14	18.2
	30000-50000	11	14.3
	>50000	9	11.7
	Total	77	100.0
Education	<=12	6	7.8

	>=graduate	71	92.2
	Total	77	100.0

INFERENCE

From the above table, we can understand the most of the respondents participated in the survey are females, 43 females and 34 males participated so we can understand that females are more watching advertisements and 83% of the respondents are between the age group of 21 to 30 years so mostly youths have participated in the survey and most of them are having a salary below 15000 and 92% of them have graduation and above so most of the people are educated.

CHI-SQUARE TEST**Hypothesis**

H0: There is no significant association between the age and attitude towards the advertisements

H1: There is a significant association between the age and attitude towards the advertisements

Table 2: Age * positive attitude towards the product in an advertisement

		positive attitude towards the product in an advertisement					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Of The Respondents	10-20	0	0	0	3	1	4
	21-30	0	2	14	34	14	64
	31-45	1	0	0	0	4	5
	>45	1	1	1	0	1	4
Total		2	3	15	37	20	77

Table 3: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.658 ^a	12	.001
Likelihood Ratio	28.725	12	.004

Linear-by-Linear Association	4.157	1	.041
N of Valid Cases	77		

INFERENCE

In the above the table it shows the significant value of 0.001 which is less than 0.05 level of significance which indicates that there is a significant association between the age and attitude towards the advertisements

CHI-SQUARE TEST

Hypothesis

H0: There is no significant association between the gender and trustworthiness of the advertisements.

H1: There is a significant association between the gender and trustworthiness of the advertisements.

Table 4: Gender * Buying preference based on Trustworthiness

		I Buy Products If I Feel The Advertisement Is Trustworthy					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender Of The Respondent	Male	2	6	8	19	8	43
	Female	0	6	9	16	3	34
Total		2	12	17	35	11	77

Table 5: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.586 ^a	4	.465
Likelihood Ratio	4.393	4	.355
Linear-by-Linear Association	.230	1	.632
N of Valid Cases	77		

INFERENCE

The above table it shows the significant value of 0.465 which is greater than 0.05% level of significance which shows there is no significant association between the gender and trustworthiness of the advertisement thus the H₀ (null hypothesis) is accepted.

1.8 FINDINGS

The study was aimed at finding the influence of advertising on consumer decision making. A total number of 77 questionnaires were distributed among various categories of customers. The following were the findings

1. From the frequency table, we find that most of the respondents are of the age group 21 – 30 and we find out that youths are more responding to the survey so they watch the advertisements more and get influenced by it we also found out that females are more influenced by advertisements.
2. From the study, we also find out that low-income groups get easily attracted to advertisements but the high-income groups will stick with their preferred brands.
3. From the study, we also found that people who have completed till 12th grade get influenced more by advertisements but the educated people will try to get more information and take decisions based on that
4. Attractiveness is the main factor in advertisements. from the above study, we come to know that the more attractive the advertisements people get attracted to it easily.
5. The attitude of the people towards the advertisements also plays an important role in consumer purchase decisions.
6. From the study, we found that television advertisements are the factor that affects least in consumer purchase decisions because people are not finding any credibility in television advertisements
7. From the test of the hypothesis, we find that the consumers between the age group 30 to 45 are more information savvy so they will always look for other sources of information before making a purchase decision

1.9 SUGGESTIONS

1. One of the main factors that affect consumer decision making is income so it is suggested to make advertisements more suited for the low-income people so advertisements can yield better results

2. From the study, it is suggested that advertisements must be more focused on women because they will get easily influenced by advertisements
3. From the study, it is suggested that advertisements must be more focused on youths because they watch advertisements more than any other age group
4. Brands should try to make the advertisements more credible and trustworthy it will help to have a positive effect on advertisement

2.0 CONCLUSION

A purchase decision can be considered as a process of optimization through which customers look for a product or brand that will bring the greatest satisfaction. The selection process can be considered a search for the most up-to-date compromise between brands that have desirable attributes at different levels. This position on the role of additional information in the purchase decision of the consumer has implications for advertising. Advertising that will reach the potential buyer while the customer searches for information will have a greater impact, as the customer has not saved the time and effort required to search for this information himself, and is less likely to address competitive brand advertisements in order to get additional information. In other words, customers are generally more accountable to different brand advertisements while searching for information about these brands.

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