

A Study on The Impact of Advertising on Consumer Behaviour with Reference to Ernakulam City

ANN MARIA JOHN¹, JISHMI T S²

^{1,2} St. Albert's College (Autonomous) Ernakulam

Abstract- This study is intended to analyse the impact of advertisement in consumer behaviour. The purpose of this paper is to examine the impact of advertising on consumer behaviour. Convenience sampling is used for the study. A questionnaire including 15 questions were distributed to 100 respondents from Ernakulam city and 50 of them responded. Most of the respondents have taken advertising as promotional tools that can convince the customers towards the products, the study shows that the customers are highly affected by the advertisement as it creates curiosity on the customers and it provides information of the products which is also important for the customers before buying any goods and services. So there is a positive impact of advertisement on consumer behaviour. According to the respondents, internet is more effective media to influence and convince the audience towards the advertised products.

I. INTRODUCTION

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a essential element for the economic growth of the marketers and the businesses (Ryans, 1996). Advertising is a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as Television, Newspaper, Commercial radio advertisement, Magazine Mail, Outdoor Advertising or modern media such as blogs, websites and text messages (Ahmed and Ashfaq, 2013).

Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisement has significantly increased in the 20th century as industrialization expanded the supply of manufactured products. However, not many businesses practiced

advertising at the time. During the late 80's advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertisement. Companies are so focused in social media and mobile advertisements that they may take over television advertisement very soon.

However, in this paper we have introduced a combination of different forms of advertisement attempted to examine their influence on consumer behaviour. This paper aims to determine which of these forms carry the most importance in terms of effecting consumer behaviour and which of these forms carries less significant impact. This study will help the marketers to focus on the right factors and achieve maximum benefits from their advertisement.

We believe that the study will offer useful insight for both advertising scholars and executives to understand the ins and outs of advertising and to assist the marketers in introducing better approaches to advertising.

II. OBJECTIVES

- To analyse the impact of advertising on consumer behaviour.
- To identify the most preferred advertising media by the people.
- To know whether advertising influences a consumer buying decision.
- To find the purpose of the advertising.

III. THEROETICAL FRAMEWORK

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is

differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. Commercial advertisements often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful.

Advertisement and consumer behaviour have a strong relation. The role of advertisement is to influence the consumer decision-making process and influence consumer decisions in all stages based on the marketing and advertising goals. Advertisers use different channels to reach consumers at different times.

IMPORTANCE

- a) Increasing Sales – Even the best product cannot be sold on its own, unless people know about the product. In today's highly sensitive and competitive market, a firm cannot maximize its profit, unless it multiplies its sales turnover. A regular and frequent advertising helps the producer to obtain this objective.
- b) Helps in maintain existing market and explore new market – Every forward looking company eyes on future prospects without losing its current position. A company's success is reflected by how it maintains its current position and future expansion. Advertising helps the manufacturer, in this regard, to face competition effectively.
- c) Helps to control price of product – Through advertising, it is possible to control price of the

product especially in retail market. Very often the greedy retailer charge higher price from the customer. The manufacturer can help them by printing the price on the packages.

- d) Quick decision making and saves time – In today's competitive world market is full of different types of product which satisfy needs and want. Every producer claims his product to be superior one. In such situation, advertising helps the consumer in comparing features; price; utility; quality etc. of the product, and select the best.
- e) Better Quality Product at Reasonable Price – Advertising promotes good quality product by printing their image in the minds of consumer. Due to this, bad product goes out of the market. Moreover, it increases competition in the market, which helps consumer in getting the product at reasonable price.

IV. ADVERTISEMENT RELATION WITH CONSUMER BEHAVIOUR

Advertisement and consumer behaviour have a strong relation. The role of advertisement is to influence the consumer decision-making process and influence consumer decisions in all stages based on the marketing and advertising goals.

Advertisers use different channels to reach consumers at different times. They can use social media, television, radio, newspaper or even any printed material to appeal to the consumers. Each channel can have a different effect on consumers' behaviour based on the demographics and characteristics of the consumers. These different channels also have a different effect based on the consumer stage of decision making.

Advertisers also study consumers' behaviour not only to reach them but also to get their feedback and their reactions toward the sold products. By understanding these reactions, advertisers will be able to create more effective advertising for later campaigns and better targeting and message to the consumer.

V. LITERATURE REVIEW

- 1) Kumar and Gupta concluded that all marketing starts with the consumer. So consumer is very

important to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

- 2) Tatt inferred that shopping itself is a form of self expression. People define themselves through their shopping. A brand is a name term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitions. A brand faction is to create awareness, reputation, and prominence and so on in the market place. Brand creates value for both the consumer and the firm. Consumers brand associations are a key element in brand equity formation and management.
- 3) Awan et al. explains the factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behaviour that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behaviour and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.
- 4) Hemanth Kumar defines marketing personnel are constantly analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy.
- 5) Adithya concluded that the usage of new tools and techniques brought about revolutionary changes in the production of goods. The most important thing is to forecast where customers are moving and to be in front of them. The current scenario shows many developments and changes taking

place around us with all the industries and firms within each industry trying to keep pace with the changes and diverse needs of the people

- 6) Sindhya concluded that while advertisements often include information that cross cut all personality profiles, some consumers ignore some of this information and rely primarily on advertising claims and on personal experience in forming judgments about advertised products. On the other hand, some consumers defer decisions until the advertising claims have some credibility behind them before making product purchase decisions.
- 7) Abayia and Khoshtinat explained that the impact of advertising for attracting the consumer, when the individual's mind is engaged with the considered product, positively affects his/her tendency to search for information, therefore the first thing the individual does is web browsing. Thus, the companies that sell online products are recommended to design marketing strategies which, at the broad level of the virtual world of information, provide the data related to the product for the consumer.

VI. METHODOLOGY

- Data and sample:

A structured questionnaire was framed and distributed among 100 customers using convenience sample. The respondents were the consumers from Ernakulam City .The survey was administered through online. Out of which 50 respondents responded to the survey.

The study is designed as descriptive in nature. Descriptive study attempts to obtain a complete and accurate descriptive of a situation. This methodology involved in this design mostly qualitative in nature producing descriptive data. The research has got the primary data through questionnaire survey method. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms.

For collecting primary data we have prepared a structured questionnaire for the respondent. After sending the questionnaire through online and we got the data. We prepared our questionnaire with having all the objectives of the study in our mind. Our

questionnaire has closed ended questions. And for secondary data were collected from books, journals, internet etc.

VII. PERIOD OF STUDY

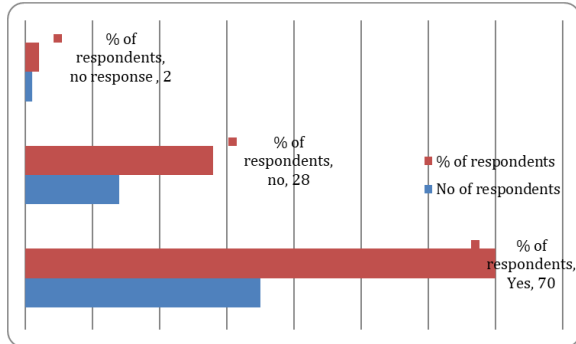
The period of study consist of four months from June 2022 to September 2022.

VIII. LIMITATIONS

- The sample is selected through convenience sampling.
- The size of sample is small.
- The access to data was limited.
- The time and resources available was limited.

IX. DATA ANALYSIS AND INTERPRETATION

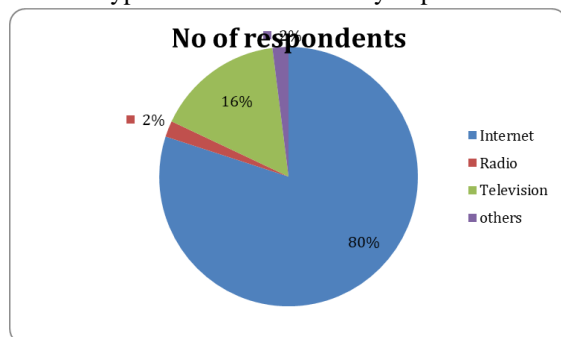
- Does advertisement have impact on the customers?



Source: Primary data

INTERPRETATION: 70% of the respondents say that advertisement has an impact on the customers, 28% of the respondents says that advertisement does not have impact on consumers.

- What type of advertisement do you prefer?

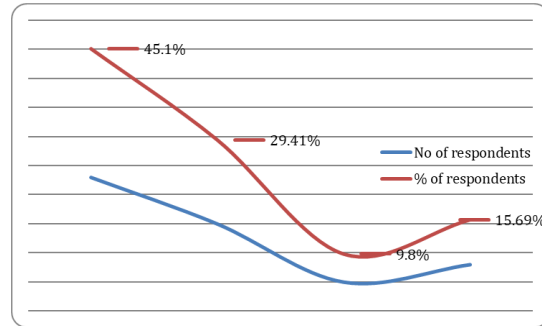


Source: Primary Data

INTERPRETATION:

80% of the respondents prefer advertising through internet, were as 16% of the consumers prefer television, 2% of the respondents prefer radio and 2% prefer other sources of advertising.

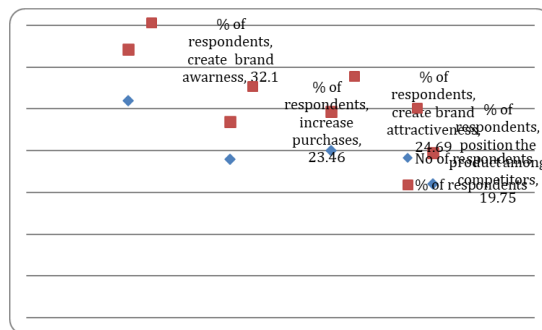
- Does advertising influences buying decision?



Source: Primary Data

INTERPRETATION: 45.1% of the respondents says that advertisement often influence their buying decision ,29.41% of the respondents says that advertisement very often influences consumer behaviour , 15.69% of the respondents says that advertisement does not influence their behaviour ,9.8% of the respondents says that advertisement always influence the consumers buying decision.

- What is the purpose of advertisement as per customers?



Source: Primary Data

INTERPRETATION: 32.1% of the respondents says that the main purpose of advertising is to create brand awareness,24 .69% of the respondents says that the purpose of advertisement is to create brand attractiveness, 23.46% of the respondents says that advertisement increases purchase , 19.75% of the

respondents says that advertisement position the product among the competitors.

CONCLUSION

Advertisement plays an important role in influencing consumers' decision making. It takes place in each stage of the consumer's purchase decision; it can even create the needs and wants of the consumers. In the IT industry, you will find many advertisements for new tools, software, or even hardware technology that is creating new needs for you. With such new needs, consumers are having more reasons to consume more than before. The advertisement which is based on the main two types: rational and irrational are having a psychological effect on people's decisions. Nowadays, Google which is the second largest company in terms of value has advertisement as the main revenue stream. That shows how advertisement became an important tool for any business to influence consumers and make them buy new products. That also shows how the advertisement is taking big steps toward digital media with more autonomy than ever before.

Advertisement plays a great role in the post-purchase phase since it tries to increase the retention rate of the consumer toward a specific brand or product. That makes the goal of advertising a little bit different in the middle three stages than the first and the last stages. The advertisement goal during the three middle stages is to influence the consumer decides to go for a specific product to satisfy his current need or want. However, the advertisement goal in the first stage is to create needs and wants. While the advertisement in the last stage is more relating to be in touch always the customers with new products or services.

REFERENCES

- [1] Dr. D.Prasanna Kumar & K.Venkateswara Raj. "The Role of Advertising in Consumer Decision 7668". Volume 14, Issue 4 (Nov. - Dec. 2013). Making" ,IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 231[2] [2]Ali Hassan, "Effects of TV Advertisement on Consumer Buying Behavior: A Comparative Study of
- [2] "Rural-Urban and Male-Female Consumers", International Journal of Innovation and Applied Studies ISSN 2028-9324 Vol. 11 No. 3 Jun. 2015.
- [3] Srivastava Priyanka "A STUDY ON IMPACT OF ONLINE ADVERTISING ON CONSUMER BEHAVIOR (WITH SPECIAL REFERENCE TO E-MAILS)" I.J.E.M.S., VOL.3 (4) 2012: 461-465.
- [4] Amrita Dhaliwal, "Effect of Advertisement on Consumer Buying Behaviour", IJSRM volume 4 issue 09 September 2016.
- [5] Gitanjali Kalia, Dr. Ashutosh Mishra, "Effects of online Advertising on Consumers" , OSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 21, Issue 9, Ver. 1 (Sep. 2016).
- [6] Gaurav Bakshi, Surender Kumar Gupta, "ONLINE ADVERTISING AND ITS IMPACT ON Volume 3, Issue 1 (February 2013).
- [7] V. Sindhya, "A Study on the Influence and Impact of Advertising to Consumer Purchase Motive among Student Teachers", IOSR Journal of Research and Method in Education, Vol. 2, No. 4, pp. 1-5, 2013.
- [8] Seema Johar, "To Study the Consumer Decision Making Behaviour to Purchase of Durable Goods", International Journal of Applied and Pure Science and Agriculture, Vol. 1, No. 12, pp. 85-92, 2015.
- [9] Jason C.G. Halford, Jane Gillespie, Victoria Brown, Eleanor E. Pontin and Terence M. Dovey, "Effect of Television Advertisements for Foods on Food Consumption in Children", Appetite, Vol. 42, No. 2, pp. 221-225, 2003.