



“A STUDY ON POWER OF ADVERTISEMENTS ON BUYING HABIT OF WOMEN”

Dr.R.Pavithra * Manjushri.U**

**Assistant Professor in Commerce, Dayananda Sagar College of Arts, Science & Commerce .*

***Faculty of B.Com,KLE Society's Degree College,*

Abstract

Advertising has been arising great elevation as the potent tool on the marketing of goods and services by both the artificial and non-industrialized nations. It's regarded more as an investment than expenditure in the developing nations too. It has now been conceded as a major business function in India. The station towards advertising has been ever changing at a rapid-fire pace with diversifications and energy. The advertiser, the agency, the media and the consumers view advertising according to their solicitations, anticipation and openings. Hence advertising is no longer viewed as a secondary business exertion, but has come to be accepted as a probative service and a contributory input for diversified growth. The pretensions of advertising have been changed, modified and defined over the times in India.

This paper mainly focuses on advertisement influence the buying preferences of women and how the face of celebrities used by the advertising companies influence the purchase of women in India. Advertisement and consumer buying behavior is correlated and has the power to even market the inferior goods by smartly encashing the emotion of Indian women. This study is done by sample of 100 women who were selected and their responses are recorded as under.

Key words:*Buying behavior, Advertisements, Marketing, socioeconomic status, Marketing Mix, Visual Media Advertisements.*

Introduction

Advertisements play an important part prevailing consumers to buy products and services. On the other hand, the charges of advertisements in comparison of other conditioning in utmost companies are veritably remarkable. In the present days every company use different ways to attract customers of different parts of the request. In this modern era, a company should promote its products in such a way that further customers get interested in their products. Marketing processes are grounded on commerce between a business and the customers.

Advertisements has been considered as a popular operating tool for dealing with the largely rapid fire technological changes and also the marketing changes in moment's competitive requests, and this tool refers to the there-analysis André-design of tasks and also processes outside and outside the association. In the marketing process, business can elect the stylish targeted advertising, by making use of wisdom and experience regarding proper styles in order to induce the customers a tendency of buying.

Advertising has proved to be machine of progress, an essential input for profitable change and vital aid for social operation. Advertising is a being dynamic and truly grueling enterprise. It changes with changing requests, changing life styles, changing styles of distribution and changing pattern of consumption. Advertising is an institution performing essential social and profitable installations. Indeed, advertising is multidimensional and different parts of the society are crimated with their individual views. Advertising assiduity is a social institution born to full fill the mortal requirements to bear and shoot information about vacuity of product, brand and service. Advertising does two jobs for business. One is the competitive job to make clear client. And the inversely important is the necessary job of creating consumers. The want to have a new product in the first place. Also, it's a



creative art, wisdom, a business, an profitable as well as social institution.

Kinds of Advertising Media

1. Print media

Magazine and review advertising is one of the most important forms of traditional advertising. Publish advertising has been around since the early 18th century, and it's still an applicable marketing tool moment. It promotes brands, products, and services through print announcements. Publish advertisements are also used as a form of marketing strategy to help induce leads for deals in the future.

2. Television media

There are two major types of advertisements one will see on TV. The most common among these are commercials. Commercial A communication containing an advertisement of commodity for trade; an announcement that's intended to vend goods or services directly to consumers through verbal or visual means. These are generally listed during breaks in a television program, similar as a movie or an episodic show. The other major type of announcement one will see on TV is product placement. Product Placement this refers to the addition of commercial or brand ensigns, products, services, and trademarks in television shows or pictures for purposes similar as brand mindfulness, creation, marketing, and entertainment. In discrepancy to announcement that isn't supported by a television show or by a marketable. The purpose of these announcements is to vend products directly to the followership watching them and is generally shown during marketable breaks in TV programming.

3. Interactive media-

It comprises marketing dispatches in the form of textbook, audio, videotape, etc., on digital platforms. Interactive media is grounded on the stoner's input. Exemplifications of interactive media include dispatches using the Internet, like e-mail marketing or websites, social media platforms like Instagram or Twitter, and search advertising, like paid hunt or links.

4. In- store media

In- store media- marketing dispatches using displays and gests in physical stores. Exemplifications may include point- of- purchase dispatches like displays, gests like Sephora's virtual camo try- on(in-store), or unique packaging.

5. Out-of-door media-

Marketing dispatches that take place outside, in public spaces, accessible to everyone. Exemplifications include billboards or Tube announcements in London.

6. Other media

Other forms of advertising media may include product placements, brand events, exhibitions, etc.

Purpose of Advertisement

The purpose of advertising for a company is to attract the attention of its customers on its brand, products, or the services it offers. In this perspective, it's necessary for a company to acquaint its target with it the act of purchase will be greatly encouraged. Yes, one of the main pretensions of advertising is to encourage the consumer to buy a product or a service, by persuading him that it meets his prospects, much better than what the competition offers. Creating a need in the consumer is one of the ways used to achieve a marketable thing. The ideal of advertising can also be to maintain the guests



formerly won by creating a sense of fidelity. There's nothing like developing a sense of belonging among its customers. In short, advertising can play on three stages of communication, allowing impacting the customer's buying behavior.

The brand, or the product Affective to make people like the product or the brand Conative to push the target to act buy It's important to keep in mind that an announcement thing must be easily defined and quantified.

Consumer buying behavior

Consumer buying behavior is the action taken by consumers before buying, during purchasing, and post purchasing of goods and services for particular and family use. Simply, it's a buying behavior of final individual and manages consumers who buy goods and services for particular consumption.

Consumer buying behaviorist also known as a consumer buying decision. A careful study of consumers behavior in buying helps to understand their conduct and responses in the stylish possible manner which eventually increases the effectiveness of the enterprises selling plans and perpetration. Consumers are the decision- makers regarding the purchase of goods and services that satisfy their current and unborn requirements. As different people have different requirements and want, consumers buy different products in different situations to meet their requirements, and wants. Some products are constantly bought for diurnal use similar as foods, clothes,etc., and which also bear low cost. Some products are sometimes bought similar as high fashion clothes, an strange brand which requires to collect some information before purchasing those products and is advanced cost than regular products. Today's 'consumer behavior towards the business establishment's products and services has a significant effect on its performance. A better knowledge of target consumer buying opinions and processes helps colorful businesses to knitter marketing strategies that lead to lesser client satisfaction, increases the establishment's gains, and give lesser sustainability.

Consumer buying process

Stage 1: Need/Requirement

It's the first stage of the buying process where the consumer recognizes a problem or a demand that needs to be fulfilled. The conditions can be generated either by internal stimulants or external stimulants. In this stage, the marketer should study and understand the consumers to find out what kinds of requirements arise, what brought them about, and how they led the consumer towards a particular product.

Stage 2: Information Hunt

In this stage, the consumer seeks further information. The consumer may have keen attention or may go into active information hunt. The consumer can gain information from any of the several sources. This include particular sources(family, neighbors, and familiarity), artificial sources(advertising, deals people, dealers, packaging), public sources(mass media, consumer- standing and association), and existential sources (running, examining, using the product). The relative influence of these information sources varies with the product and the buyer.

Stage 3: Evaluation of Alternatives

In this stage, the consumer uses information to estimate indispensable brands from different supplier. How consumers go about assessing purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use logical thinking, whereas in other cases, consumers do little or no assessing; rather they buy on aspiration and calculate on suspicion. Occasionally consumers make buying opinion on their own. Occasionally they depend on cousins,



consumer attendants, or deals persons.

Stage 4: Purchase Decision

In this stage, the consumer actually buys the product. Generally, a consumer will buy the utmost favorite brand, but there can be two factors, i.e., purchase intentions and purchase decision. The first factor is the station of others and the second is unlooked-for situational factors. The consumer may form a purchase intention grounded on factors similar as usual income, usual price, and usual product benefits.

Stage 5: Post-Purchase behavior

In this stage, the consumers take farther way after purchase grounded on their satisfaction and dissatisfaction. The satisfaction and dissatisfaction depend on the relationship between consumer's prospects and the product's performance. If a product is short of prospects, the consumer is disappointed. On the other hand, if it meets their prospects, the consumer is satisfied. And if it exceeds their prospects, the consumer is pleased. The larger the gap between the consumers' prospects and the product's performance, the lesser will be the consumer's dissatisfaction. This suggests that the dealer should make product claims that faithfully represent the product's performance so that the buyers are satisfied. Consumer satisfaction is important because the company's deals come from two introductory groups, i.e., new guests and retained guests. It generally costs further to attract new guests than to retain being guests and the stylish way to retain them is to get them satisfied with the product.

Factors Influencing the Buying Behavior of Consumers

Cultural, social, personal, and psychological factors all have a substantial influence on consumer purchasing behavior and the resulting purchase decision. Marketers must understand the impact of these aspects in order to build appropriate marketing mixes that appeal to the target customer. Other people frequently have an impact on a consumer's purchasing decision. The marketer must understand who is engaged in the purchasing decision and what function each person plays. These factors influence customers' product and brand preferences. Although many of these elements are beyond marketers' direct control, knowing their impact is critical so that marketing mix tactics may be designed to appeal to the tastes of the target market.

Cultural factors: A consumer's culture, subculture, and socioeconomic status are all cultural elements. These elements are frequently present in our values and decision-making processes.

Social factors: Social influences include roles and status, family, and groups (member, aspiration, and reference groups). This clarifies the direct or indirect effects of external factors on our purchasing decisions.

Personal factors: Age and lifecycle stage, employment, financial situation, way of life (activities, hobbies, opinions, and demographics), personality, and self-concept are examples of personal aspects. This could be the reason why our tastes tend to shift as our 'situation' does. Demographic factors such as age, race, and sex will also affect a consumer's decision to buy. There are differences between male and female grocery shoppers as well as between younger and older consumers in terms of the products they buy.

Psychological factors: our purchasing decisions are influenced by psychological elements such as perception, learning, beliefs, attitudes, motivation (based on Maslow's hierarchy of needs), and learning. In order to create the ideal marketing mix for each individual customer, marketers should



be able to determine the degree of happiness of each individual customer.

Statement of the Problem

A customer is someone who purchases or utilizes the goods. A buying habit can be influenced by a variety of factors, including social, cultural, psychological, and personal ones. However, the reasons behind consumers' purchases are usually obscured by a desire or drive to acquire goods. An advertisement is crucial in providing the incentive to purchase a specific product over its alternatives. Customers developed a purchase intention as a result of the oral, written, or visual advertisement. Women are more interested in shopping than men are. Consequently, the study concentrated on female consumers and how commercials influenced their purchasing behavior.

Review of Literature

T.Ravikumar attempted to study the impact of visual media advertisements on women consumers buying behavior in Chennai city. It is found that women consumers attitude towards visual media advertisements and women consumers buying behavior are directly related with each other. Advertising value is closely related with women consumer's attitude towards visual media advertisements.

Surinder Kr.Miglani examined the buying behavior of Indian women & their values for the market. Previously, the Indian women concentrated on purchases that based on family needs and wants. But now she regularly moving to malls for shopping & take her decision herself, she has full freedom to buy & make bargaining and also takes interest in advertisement on TV, magazines & newspaper for discount offers & new schemes on the commodity. The study concluded that the Indian women, with her increasing financial power, has a greater discretionary income and utilizes it to satisfy their wants. Thus it is high time that the marketers and manufacturers realize, understand and recognize women as a well-paid consumer segment and start rising concepts and create products that are women centric, which pick high growth potential.

Dinu.G & Dinu.L highlight the importance of advertising on consumer behavior. The study show that advertising on the behavior of buying and consume plays an important role in selling products. Also most of consumers are interested in brand products and they were also influenced by online advertisement. It is found that temporary price discounts take up an important place in buying decision and sponsorship has a negative effect on buyers. Many consumers go at fairs and exhibitions attracted by the new products by the producer's prices or the diversified supply.

Dr. Sriparna Guha identified the changing perception and comparison of buying behavior for working and non working women in Urban India. It suggests that women due to their multiple roles influence their own and of their family members' buying behavior. The study also reveals that working women are price, quality and brand conscious and highly influenced by the others in shopping than non-working married women.

Objectives

- 1 To study the influence of advertisement on the purchasing behavior of the women.
- 2 To analyse benefits of Buying a product through Advertisement

Methodology

This Study Consist Of Women consumers in the Bangalore of Karnataka state and the sample 100 women were purposefully selected. The responses of 100 women were collected by using structured questionnaire and the secondary sources like books, publications, journals, websites etc also used.

Data Analysis and Discussion



Women consumers were the focused group of this study and the responses collected by using questionnaires. The main results of the study were discussed in this session.

Table1.influenceofadvertisement media on respondents

Media	No of respondents	Percentage
Press media	10	10
Television	25	25
Radio	3	3
Outside board and Banners	11	11
Indoor display	10	10
Online ads	41	41

Inference: It is shown from the table that the advertisement should have the positive impact on women’s buying behavior. Among the lot of medias, advertisement through online covered 41%ofthe respondent’s opinion, a major influence rather than the others. So, it is clear that Women is accessing online advertisement very often.

Table2.Benefits of Advertisement for buying a product

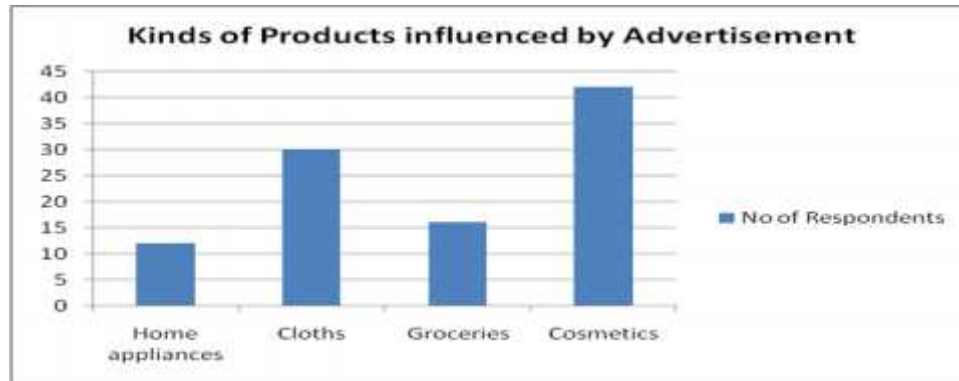
Benefits of Advertisement for buying a product	No of Respondents	Percentage
Information & Awareness	45	45
Discounts & Promotions	30	30
Product comparison	15	15
Product Visualization	10	10



Inference: The study reveals that the 45% of the consumers watch the advertisements in order to know the information & awareness about the product. So the women buying behavior depends on seeing the benefits of advertisement, which maybe directly or indirectly influences to go for a product.

Table3.kind of products is influenced through advertisements

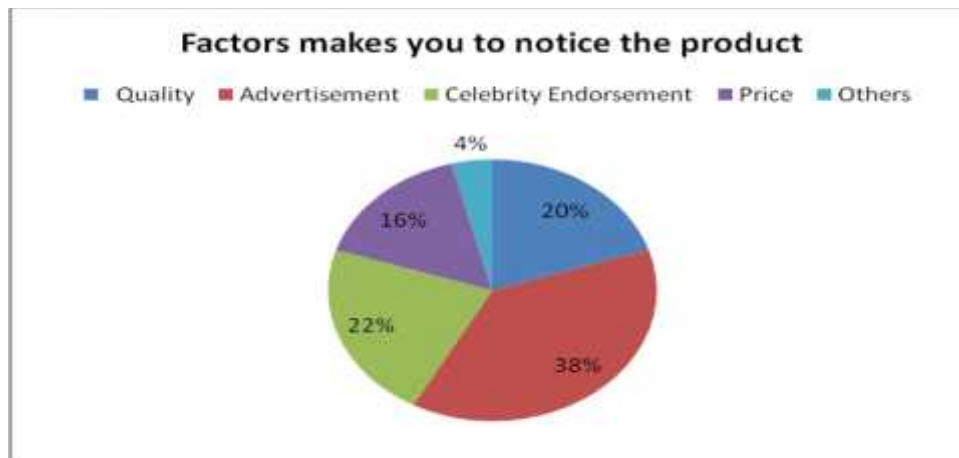
Kinds of products is influenced through Advertisement	No of Respondents	Percentage
Home appliances	12	12
Cloths	30	30
Groceries	16	16
Cosmetics	42	42



Inference: It is shown from the above table that the advertisement for different products have influence on women’s buying behavior. Among the lot of product, Cosmetics covered 42% of the respondent’s opinion, a major influence rather than the others. So, it is clear that Women is obviously interested in searching for cosmetics which always enhances their beauty.

Table 4. Factor makes you to notice the product

Factor makes you to notice the product	No. of respondents	Percentage
Quality	20	20
Advertisement	38	38
Celebrity Endorsement	22	22
Price	16	16
Others	4	4



Inference: It is shown from the table that the advertisement should have the positive impact on women’s buying behavior. Among the lot of factors, advertisement is the noticing factor covered 38% of the respondent’s opinion, a major influence rather than the others. So, it is clear that Women is getting attracted to Advertisement in order to notice the product.

Conclusion

It is concluded that the commercial persuasively conveys information about goods and services. It encourages the customer to purchase a specific product by providing all the information the customer needs. According to the report, women consumers primarily rely on online advertisements, information & Awareness regarding product as advantages of advertisement that cater to literate



women. As a result, advertising is essential for buying habits of women since it shares the information about product which is available in markets and generates demand for consumer goods. As a result, women are getting to know the latest trends, innovations, and available options in the market which leads to an interest in trying out new products.

References

- 1 A. Vinod, "marketing management", Calicut university central co-operative stores Ltd. No. 4347,2009.
- 2 Dinu G &Dinu L Impact of Advertising On Consumer Behavior In The Resita City Population, Annual s& proceedings of international and also daaam for2012& proceedings of the23rd International DAAAM Symposium, Volume 23, No.1,2012.
- 3 Dr. Sriparnaguha, "The changing perception and buying behavior of women consumer in urbanindia", IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 11, Issue 6 (Jul.-Aug. 2013),PP 34-39.
- 4 "Effective advertising and its influence on consumer buying behavior", information management and Business Review, Vol. 4, No. 3, pp. 114-119, Mar 2012. Available Online at<http://mpira.ub.uni-muenchen.de/40689>.
- 5 Geetasonkusare,"Impact of television advertising on buying behavior of women consumers'[with special reference to FMCG products] Chandrapurcity",international journal of business and management invention,Volume2Issue3,March.2013,PP.31-38.Avaliableonlineatwww.ijbmi.org.
- 6 Surinder Kr. Miglani, "Indian Women's Buying Behavior &Their Values for the Market"VSRD-IJBMR,Vol.1(3),2011,159-163.Avaliableonlinewww.visualsoftindia.com/journal.html.
- 7 T. Ravikumar (2012) "A study on impact of visual media advertisements on women consumers buying behavior in Chennai city", ZENITH International Journal of Multidisciplinary researchvol.2 Issue 2, February2012.
- 8 [Http://www.superprofesseur.com/19.html](http://www.superprofesseur.com/19.html).
- 9 [Http://www.udel.edu/alex/chapt6.html](http://www.udel.edu/alex/chapt6.html).