



EFFECT OF ADVERTISEMENT IN CONSUMER BEHAVIOR

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Abstract

Advertisement plays a vital role in modern era and influences the consumer buying behavior. Advertising is a means of communication with the users of a product or service. The purpose of the paper is to evaluate the effects of advertisement in consumer behavior. A questionnaire was prepared to determine the effects of advertisement on consumer behavior. The sample for study chosen was 100. As per the study, the result shows that the advertisement helps to announce the introduction of a new product, it creates demand for the product and motivates buyer to buy. Advertisement is very powerful tool to influence customer and it is very useful to create awareness among the customer about the various brands. It shows that advertisement positively influence the behavior of a consumer as it reminds the buyer about the company and its product. Advertisement is a communication between a business and the consumers. Advertisement is thus, a process of spreading product information among the potential buyers through a public medium such as newspapers, magazines, television, radio, etc.

Keywords: Advertisement, Consumer Behavior, Types of Advertising.

Introduction

In today's modern world of trade and business, advertisement plays an essential role. All traders, big and small, make use of it to advertise their goods and services. An advertisement is a promotion of a product, brand or services to a viewership in order to attract interest, engagement and sales. Advertisements are a guarantees method of reaching an audience. By creating and engaging ad, and spending enough to reach many users, advertisements can have a immediate impact on business. This effect could be seen in improved trade or boosted brand recognition among many different metrics.

Advertisement helps people become aware of any product or service through the use of commercial methods. This kind of publicity helps to endorse a specific interest of a person for product sale. As a world becoming more competitive now, everyone wants to be ahead in the competition. Advertisements help the customers to learn about the existence and use of goods which are ready to avail in the market. Thus, advertisement manages to reach the nooks and corners of the world to target their potential customers.

Consumer behavior is defines as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. The study of the consumer behavior is concerned not only with what consumers buy, but also with why they buy it, when, where and how they buy it and how often they buy it. Consumer behavior is an integral part of strategic market planning.

Advertising is a form of persuasive communication that offers information about the products, ideas and services that serves the objectives determined by the advertiser. Advertising may effects consumers in different ways, but the primary goal of advertising is to increase the profitability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of



advertising is to sell things persuasively and creatively. It is a valuable tool to divert people's attitude positively and attract people toward a product.

Background

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. The behavior consumers exhibit in searching for purchasing for using, evaluating and disposing products and services that they expect their needs. Consumer's behavior consists of how the consumer's emotions, attitude and preferences affect buying behavior. Consumer behavior focuses on how individuals make decisions to spend their available resources such as time, effort, money, on consumptions related items.

Consumer behavior entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities.

Definition of Consumer Behaviour according to American Marketing Association, Consumer behaviour can be defined as "the dynamic interaction of affect and cognition behaviour, and environmental events by which human beings conduct the exchange aspects of their lives."

Consumer are the main market component, their behavior is based on individual needs. The process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumer satisfaction, which is widely accepted by developed countries and gaining importance day by day, can be achieved by perceiving the consumer and consumer behavior. However, before arriving at the decision point, consumer's experience the influence of a multitude of variables which are the other similar products that cause either their motives to buy or brakes the give up on the product.

Advertisement plays an important role in business. Advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements are used to introduce a business, establish a brand and position a company, product or service within the eyes of the purchaser against the other established competitive businesses.

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Advertising is a way of communication to convince an audience for taking purchase decision about a product or services and delivering information to viewers. Advertising is a form of communication between a business and the consumers.

According to Jhangiani& Tarry (2014), advertising, which is one of the components of the interaction, has the main objective of catching customer's interest and attempting to persuade them to buy a certain product by changing or improving its attitude either on the cognitive, emotional or behavioral level. Those who persuade should also grasp how the information they provide refers to the receiver motivations, needs and objectives.

Advertising is taken as one of the renowned marketing weapons for its long lasting impact on viewer's mind as it exposure is much broader. Advertising is one of the marketing strategies that focuses on attempting to influence a particular group of individuals by interacting with specific messages that impact their behavior in order to convince them to make a specific decision, such as deciding to



purchase a new product. Therefore, advertising is any way that's communicated with any individual in order to persuade them of a particular matter, until they make the decision that the advertiser needs for a return or a benefit to be achieved.

As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach, it can influence not only individuals attitude, behavior, life style exposures and in the long run, even the culture of the country.

Hence, advertising is very useful to create the awareness among consumers but they are unsuccessful to build powerful perceptions in consumers mind. Two variables such as consumer perceptions and brand awareness about a particular product will persuade and influence the consumer to buy a product, as there is a positive relation exists between two of them.

Purpose of Advertisements

- **Advertisement create awareness**

The purpose of advertisement is to increase the recognition of a brand name or product, or to communicate information about the availability of the product to the public. When a new product enters the market, it does not easily gain the favor of the buyer unless they are well informed about it. An awareness about the brand is more important when several brands compete with each other.

- **Reminding buyers to use the product**

For discretionary items having an irregular or unusual pattern, an appropriate advertising policy must aim at stimulating the primary demand. To attain this objective, the buyers must be reminded not only to use the product but also to restock it.

- **Advertising to change belief about brand**

If an attribute is already considered important, buyer will examine the relative strength of different brands with respect to that attribute. The purpose of the advertisements is to improve the buyers rating with regard to the product advertised with the other competing brands.

- **To assist salesmen in marketing products**

The general purpose of an advertisement is to market a product. Through advertisement, they try to familiarize the customers with their products and tend to promote a favorable attitude toward them before buyers are approached by salesman. Thus, when a salesman approaches a customer, it is relatively easy for him to sell the product.

- **Advertisement as a tool o promote direct sales**

Advertising is used for the purpose of persuading the customer to place an order for the product. Mail order houses through leaflets and catalogs advertise their products in such a manner that customers are convinced of their value and are tempted to get the product without going to a shopping mall or without going into further details about the product.



- **Advertisements builds company's image**

The general purpose of advertisements is to build a company's image. Practically all companies try to build their image through advertisements. Some consider it as a primary objective of advertisement.

- **Selection of advertising media**

Advertising is a vehicle through which advertisers communicate their messages to customers to induce them to buy the products or services advertised by them. Press media, direct mail media, outdoor media and social media are the principal advertising media helps to achieve the key purposes of advertisements.

Types of Advertising

There are many different types of advertising; the following four categories cover a vast majority of all digital advertisement:

1. Display Advertising

Display advertising is a type of advertising that is composed of small digital billboards or banners that are placed in and around blog posts, keyword search pages, websites, etc. Display advertisements can both unmoving images or animated. They usually tend to take on the form of horizontal banners at the top of a page or as a vertical banner in the side margins of a page. Display ads are great for telling a fast visual story while showing off brand identity.

2. Video Advertising

Video advertising are quite popular advertising types in today's digital marketing environment. Video advertising are eye catching, entertaining, and great for telling a complex story that a display can't do. Instream video ads and Outstream video ads are the primary ways that advertisers will utilize. Instream video involves placing video ads mid-roll, pre-roll, or post-roll in a video that a consumer is already watching. Whereas outstream video ads is a video ads that is integrated into an article or blog post.

3. Mobile Advertising

Mobile advertising is quickly becoming the new norm as more people are consuming online content through their mobile devices. Mobile advertising is simply an ads that are optimized for mobile consumption. Mobile ads are quite broad and can include video, app, display, search, or social ads. For most brands, video-based social media mobile ads are a great place to start.

4. Native Advertising

Native advertising is simple ad content that is integrated into a piece of content. They are considered as non-disruptive ads and usually come in from of sponsored content. These ads will match the style and flow of the content. Native ads are slipped into content in a way that is not disruptive and more attractive to consumers. It comes in form of blog posts, videos, photos, etc.

Objectives of the study

The objectives of the study are as follows:

- ❖ To analyze the consumer buying behavior.
- ❖ To examine the effect of advertisement in consumer buying decisions.
- ❖ To develop and understanding the concept of an advertisements importance in consumer's mind.



- ❖ To explain those factors that play vital role in developing consumer's preference and their choices (Selection of product).

Review of Literature

Hemant Kumar, define marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy.

Kumar and Gumptra concluded that all marketing starts with consumer behavior. 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 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.

Zeb and Ashib, concluded that the influence of brand on consumer buying behavior is a very vigorous subject performance of and is of great importance in Coimbatore. Fashion industry includes clothing, footwear and other accessories like cosmetics and even furnishing.

Awan and Arif (2015) stress that the use of celebrity endorsement I media advertisement attract the customers. Awan and Hassan(2005) say that SMS marketing is a new tool of introducing products and services and attracting new customers.

Advertisement and consumer buying behavior have a strong relationship regarding the FMCG's (Fast Moving Consumer Goods) Olson and Mitchel (2000) contend that mobile phones and tabs are the latest source of an advertisement that is also very effective in changing the behavior of the consumer. Oh & Xis (2003) say that mass media have the vital influence on our lives and thinking style. We deliberately put the efforts in our thinking, living styles, and our behavior due to influence of advertisement.

Research Methodology

The study examines the effects of advertisement in consumer behavior. A questionnaire was used for conducting survey among 100 consumers of NewPahargaon, Port Blair, Andaman& Nicobar Island including my family members. Questionnaire was sent to the people through direct interaction and also through social media like whatsapp. Based on the responses a table and pie chart has been prepared.

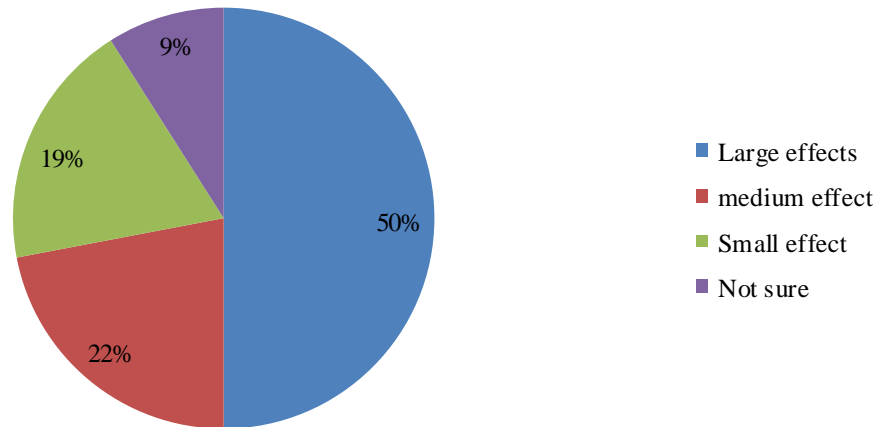
Data Analysis

A data is drawn from the responses of 100 people. The following table and pie chart shows the effects or influences of advertisement in consumer behavior:

| Items | Percentage (%) |
|---------------|----------------|
| Large effect | 50% |
| Medium effect | 22% |
| Small effect | 19% |
| Not sure | 9% |



Influence of Advertisement in Consumer Buying Behavior



The following table and pie chart shows that 50% of the consumers have large effect/influence, 22% have medium effect/influence, 19% have small effect/influence whereas only 9% were not sure about the effect/influence of advertisement on their buying behavior. Thus, it is concluded from the above graph that advertisement positively effects and influence the consumer buying behavior.

Conclusion

Advertisement is a life blood of marketing. Advertisement gives companies and businesses the opportunity to build up a brand and an identity. The study shows that advertisement plays an important role in influencing and affecting the behavior of the consumer. On the basis of the survey results, large number of customer is being influenced by the advertisement. It shows that advertisement helps consumer to create awareness about the product and the brand and the consumers are highly affected by the advertisement as it creates curiosity on the consumers. There is positive impact of advertisement on consumer behavior.

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