



IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

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Abstract

The present research paper is focusing on the impact of advertising on consumer's buying behaviours. Advertising is the key factor, which raise the consumers' intentions towards the product and buying behaviours. The buying behaviour is strongly influenced by image of the product which is build by the advertisers. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviours of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behaviour of consumer. Likewise to some extent the celebrity endorsement also matters in the buying behaviour. Therefore the study concludes that the positive impact of all these factors, on the buying behaviour of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behaviour towards buying intentions.

Key Words: Advertising, Brand Image, Persuasiveness, Celebrity Endorsement.

Introduction

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition. Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Furthermore, the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect.

Importance of Advertising

Generally, advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity. Advertising is to stimulate market demand. While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action.

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising Labor organizations have also used advertising to make their viewpoints known to the public at large. Advertising assumes real economic importance too.

Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmed, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. Advertising has become an important factor in the campaigns to achieve such societal-oriented objectives such as the discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse.

Though in India, advertising was accepted as a potent and recognized means of promotion only 25 years ago, its growing productive capacity and output necessitates the finding of consumers and advertising plays an important role in this process. Advertising helps to increase mass marketing while helping the consumer to choose from amongst the variety of products offered for his selection. In India, advertising as a profession is in its infancy. Because of this fact, there is a tremendous scope for development so that it may be productively used for the benefit of producers, traders, consumers, and the country's economy. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the



amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing strategy.

Review of Literature

An attempt is made to collect the information from the previous researches and relevant studies conducted in the area of impact of advertising and consumer buying behaviour. The review of literature has been presented in a summarized and precise manner. Advertising was introduced by Egyptians who used Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many, parts of the world as well (Kotler & Armstrong, 2008). Effective advertising is actually the other name of persuasion and liking or disliking attitude of consumer towards some particular product or advertising (Mehta, 2000; Stone et al., 2000). There are a number of factors in advertising which contribute a lot in changing the consumers' buying behaviour. Like likeability, brand image, persuasiveness, celebrity endorsement, information about the product, entertainment etc.

Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behaviour is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith et al., 2002). Likewise, Allen. Et al., (1992) argue that it is actually the emotional reaction which is developed after the advertising, for the product advertised, that influences the consumer behaviour. In the words of Gorn, 1982, the consumer behaviour towards a product is totally depending on advertising, without any assessment of the quality of the product. Furthermore, Controversies over the impact of advertising on the consumer's buying trends and habits has always been present (George, 1989). Sometimes the advertisers over exaggerate about the product's benefits in such a tactful manner that consumer goes psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product (Smith et al., 2006). In the point of view of some people, now, most of the consumers avoid the advertisement, because they consider the advertisement, just annoying and misleading (Bishop, 1997). Advertisements have been attacked on psychological, sociological, aesthetic and political grounds. From the point of view of a common lay man, what is the purpose of advertising? Some critics even criticize and consider advertising very harmful to the collective behaviours of the society (Barbara, J. P 1997). But defenders of advertising always give a strong argument in its favor that basic aim of advertising is to sell the products, rather its effects on cultural values of the society (Gold, 1987).

Actually advertising has a strong potential on changing our social values, as well our buying behaviours through influencing our cultural values (Schudson, 1984). Specifically, advertising may lead a consumer to prefer material objects over more morally and socially oriented alternatives; it may potentially increase conflict and lead to an unhappier and a more disappointed person of the society (Goldberg and Gom 1978). While the major aim of advertising is to give something new, creative and useful to get long term benefits of brand loyalty and image building of the product and company by establishing an emotional relationship and persuasion for buying that product. This is also a debatable issue that which kind of impact of advertising effects the beliefs and collective attitudes of the consumer with respect to the buying behaviour (Barbara, J. 1997). In the modern times, it's really difficult to be successful in persuasion and to mould or effect the buying behaviour of consumer in this era of tough competition (Robinson, 1997). With the success of advertising field, now it has been admitted as a universal factor that advertising plays a very influencing role in the consumers' behaviours (Beil & Bridgewater, 1990).

While according to Halley & Balldinger, (1991) entertainment and information about some product, which are given in advertising, are one of the main reasons of likeability of the product advertised. Entertainment actually helps in involvement of the viewer in the advertisement and product and it is obvious that if the advertiser could be able to create a positive image of the product through entertainment and information, it could get the involvement of the viewer or consumer, rapidly (Mackenzie & Lutz, 1989) which in result affect the consumers' buying behaviour. Some consumers give importance to the quality of the product while some consumers are just persuaded by the proper communication techniques. This likeability which is created by the advertisers, through information and entertainment and involvement of the viewer is later becomes a solid reason of buying intention of the consumer (Smith et al, 2006). The liking and disliking for the advertised product really matter regarding the impact of advertising because it further lead to persuasion and intention of the consumer to buy that advertised product. Rather quality and price of the advertised product also considers very important in consumers buying behaviour. After likeability, another major factor is persuasiveness which could be brought in the advertising, through creativeness, brand image and to some extent through the celebrity endorsement as well. Brand personality or celebrity endorsement is also considered as the key element of effective advertising (Aaker, 1996). Therefore the most common way to build brand image through personality creation is actually the celebrity endorsement. Effective and ideal advertising is that which tries to produce the loyal customers, through the building of powerful brand image, strong persuasiveness and right celebrity endorsement in the advertisement. All these factors are the real contributors towards the impact of advertising on

consumers buying behaviour. Of course in the presence of all this some other factors like price and quality of the product also affects the consumers buying behaviour to some extent.

Objectives of the Study

The proposed study is under taken with the main objective of knowing the importance of impact of advertising on consumer buying behaviour. The other allied objectives are as follows.

1. To study the impact of the Advertisement on the brand preference of consumers.
2. To study the consumer perception regarding the price and quality expressed in the Advertisements.
3. To study the impact of the celebrity endorsement on the consumer buying behaviour.

Research Methodology

The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. A sample of 150 respondents was taken, out of which 40 were in government or semi-government services, while 60 were taken from business class and the rest 50 were private employees. On the basis of annual income, 21 respondents earn 2 to 5 Lakhs, 51 have more than 5 lakhs income and the rest have below 2 lakhs annually. Based on the review of the literature, some key indicators have been selected for the study of impact of advertising on consumers' buying behaviour.

1. Quality of the product advertised
2. Price of the product advertised
3. Persuasiveness, information and entertainment
4. Brand Image in advertising
5. Celebrity endorsement

Limitations of the Study

1. The survey is conducted in Warangal only.
2. As the sample size is 150, the data may not be cent per cent accurate.
3. As the sample is insignificant to the total population, therefore findings cannot be generalised.

Data Analysis and Interpretation

Table 1: Observing Commercial Advertising

S. No	Observing Commercial Advertising	No. of Respondents	% of Respondents
1	Yes	135	90
2	No	15	10
Total		150	100

Interpretation

It is observed that 90 per cent of the respondents are observing the commercial advertisement and only 10 per cent of the respondents are not observing it closely.

Table 2: Feeling about Commercial Advertisement

S. No	Options	No. of Respondents	% of Respondents
1	It provides entertainment	12	8
2	Useful at the time of purchasing and using	120	80
3	Makes dissonance	18	12
Total		150	100

Interpretation

According to the data presented overwhelming respondents i.e., 80 per cent feels that commercial advertisement is useful to them at the of purchasing and using the product, and 8 per cent respondents feels that it provides entertainment to them. Only 12 per cent of the respondents are feeling dissonance about commercial advertising.

Table 3: Type of Content Preferred in Commercial Advertisement

S. No	Options	No. of Respondents	% of Respondents
1	Quality	45	30
2	Price	20	13.34
3	Persuasiveness	7	4.66
4	Brand image	18	12
5	Celebrity endorsement	60	40
Total		150	100

Interpretation

As per the analysis, 40 per cent of the respondents prefer celebrity endorsement in the commercial advertisement, 30 per cent of the respondents prefer quality and 13.34 per cent of the respondents prefer pricing. Further, 12 per cent of the respondents prefer brand image in the commercial advertisement.

Table 4: Purchasing the Product After Receiving the Commercial Advertisement

S. No	Options	No. of Respondents	% of Respondents
1	Yes	132	88
2	No	18	12
Total		150	100

Interpretation

As per the analysis, 88 per cent of the respondents stated that they have received the required information from the commercial advertisements. However, remaining 12 per cent of the respondents stated that they have not initiated the process of purchasing the product only on the basis of commercial advertising. They have also consulted their reference leaders for purchasing the product.

Table 5: Degree of Satisfaction After Purchasing the Advertised Product

S. No	Options	No. of Respondents	% of Respondents
1	Highly satisfied	84	56
2	Moderately satisfied	18	12
3	Satisfied	30	20
4	Dissatisfied	18	12
Total		150	100

Interpretation

As per the data overwhelming respondents i.e., 88 per cent to the total respondents stated that they are satisfied with the product purchased on the basis of commercial advertisement. They have stated that there is perfect correlation between the advertisement copy and the product delivered by the sellers. Further, they are also satisfied with the quality and price of the product. However, only 12 per cent of the respondents expressed dissonance about the product which they have purchased.

Conclusion

For the image building of the product and better market share the advertiser should have to keep the following things in mind. First of all the advertisements should be based on variety and reality. There should be more emphasis on quality rather than glamour and price. While to make an advertisement effective it should be telecasted only 3 or 4 times in a day, otherwise it creates boredom. The advertisers should have to keep this thing in mind that an advertisement conveys direct information about the product rather than to show the fashion and style of the model therefore it should always have to present bare facts about the product rather glamour and exaggeration. At the same time, the advertisers should also have to tell the price of product for the sake of consumer's convenience. Furthermore, excess of advertisements in the prime time makes them ineffective and consumers do not remain interested in the information about the particular product.

Recommendations

1. The quality of advertisements should be attractive and good because it keeps great impression on the consumers mind. It is also an important factor that more prize schemes do not constrained the consumers to purchase the goods until the quality is not good.



2. Likewise, celebrities leave great impression especially in the mind of their fans and status conscious viewers or consumers therefore celebrities should have to be careful, while working in some particular advertisement. Likewise there should be no sensationalism in the advertisement rather it should be simple but attractive.
3. Only primetime is not best for all advertisements as well during the drama scenes the advertisement should not be telecasted because sometimes it creates rage and hate in the viewers mind and heart for that particular product, which is advertised.
4. After a detailed and comprehensive study, it has explored that factors of persuasiveness, brand image and celebrity endorsement are the most important contributing key elements in advertising which if properly designed and utilized, then could change the consumers' buying behaviour to purchasing intentions.

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