

Role of Advertisement in Shaping Consumer Buying Behaviour

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Abstract: Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attracts the customers. The objective of this paper was to find out how much advertisement brings effect on the consumer's buying behaviour. The sample of 150 respondents from north Gujarat was taken for the study. Data was analysed by using different statistical techniques such as descriptive statistic, Chi square, and ANOVA analysis. The study focused to analyse the buying behaviour with reference to age, gender, education, income and occupation of the respondents.

Keywords: Consumer Behaviour, Advertisement.

I. INTRODUCTION

Advertising is the action of calling public attention to something, especially by paid announcement. Any medium that can take a message from an organization to a potential customer can be used for advertising.¹ Advertising, personal selling, public relation and sales promotion are all considered as an essential part of marketing plan. Advertising is present everywhere and reaches the consumers every day. Advertising can be used as a major tool by the marketing manager to increase the company's sales. Advertising was introduced by Egyptians who use 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 as in India, which could be now seen in many parts of the world as well (G, 2008).

Advertising is looked as a business, social phenomenon, a creative communication process and an important ingredient of an organization system. Consumers are exposed to numerous advertisements every day. It is very much important to know how the advertisements impact the consumer buying behaviour. According to the Houston Chronicle², there are two forms of advertising: informational advertising and transformational advertising. Informational advertising focuses on the features and benefits of the product while providing comparisons with competing products. Transformational advertising, or experimental advertising, focuses on the experiences derived from using a particular product over a competing product. In this form of advertising, companies use advertising to explain how the product will improve one's quality of life and make them a better person than they were prior to using the product.

II. REVIEW OF LITERATURE

Prof. Dr. Abdul Ghafoor Awan (2016) had undertaken the study on effects of advertisements on consumer's buying behaviour with reference to FMCGs in southern Punjab- Pakistan. The study was done on five cities of southern Punjab i.e., Bahawalpur, Layyah, Tounsa, Bhakhar and Multan by taking 250 samples. The results of the study had proven that advertisements had significant impact on consumer buying behaviour and their choices. Similarly Samar Fatima (2015) had undergone the study on impact of advertisements on buying behaviour of the consumers: study of cosmetic industry in Karachi city. The study was conducted on 200 youths who used different brands of cosmetic to check the impact or influence of advertisements on their buying behaviour. Statistical test like correlation and regression were used to identify the relationship between the advertisements and consumer awareness as well as consumer perception. The results of the study showed that advertisements were very useful to create the product awareness among the people but failed to bring strong perception in the mind of consumers.

Manoj M S(2015) had undertaken the study on the influence of advertisements on the buying behaviour of gold jewellery consumers of Kollam district. The study presented an overall picture about the influence of various forms of advertisements on the buying behaviour of gold jewellery consumers. It also showed that there was very good potential for various forms of potential activities on the jewellery business in Kollam. Kamalun Nabi(2016)had undergone the study on impact of advertisement on consumer behaviour of FMCG in Bhadrak town: with a focus on detergent powder. 200 samples were taken to measure the advertisement effectiveness with 5 brands of detergent powder. The results showed that advertisements could change the consumer buying

¹<http://study.com/academy/lesson/what-is-advertising-definition-lesson-examples.html>

²<https://www.reference.com/business-finance/advertising-influence-people-dc81e9b42fb347ac>

behaviour. It also showed that brand preference, attractive packaging, small size and low price also played an important role in the consumer buying behaviour. Rai(2013) had undergone the study on impact of advertisements on consumer behaviour and attitude with reference to consumer durables. The findings of the study showed that advertisements influenced the behaviour and attitude formation of consumers not only in India but worldwide. The consumers were induced significantly by advertisements when the target was on price and quality.

Mr.Ankit Katiyar (2014) had undertaken the study on consumer buying behaviour of FMCG products with special reference of bathing soap. The research concluded that the perception of a rural consumer was as equal as the perception of an urban consumer. They were able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product. They derived characteristics through their experience of the product and made careful study on the negative effect and quality of product. Similarly, Prof. A. U. Khandare(2016) had undergone the study on the impact of internet advertising on consumer buying behaviour. The study revealed that the purchasing power of consumers was strongly influenced by the icon of the product which was built by the advertisers. It also showed that online celebrity endorsement also matters in the buying behaviour of consumers.

Literature Gap

After reviewing the impact of advertising on the consumer buying behaviour literature; it was found that many studies have been conducted on impact of advertisements on consumer buying behaviour but no study was undertaken specifically in North Gujarat. This implies that there was a need to understand the consumer buying behaviour and the impact of advertisements on their buying behaviour.

III. RESEARCH METHODOLOGY

Respondents from north Gujarat constitute the population for the study. The sample size is 150 respondents including 105 males and 45 females drawn using simple random sampling method. As the study is empirical in nature it is based on survey research. Primary data is collected with the help of a questionnaire designed for the purpose of the study. Questionnaire consists of two section – the first section presents questions related to the perception of respondents about advertisements and the second section provides demographic details of the respondents.

Research objectives

The present research work was designed to achieve the following specific objectives:

- To examine the influence of advertising on consumer buying behaviours.
- To determine the influence of advertising on attitude formation of consumers.

Hypothesis to be tested

- **H01:** The duration to which the input of advertisement last on the respondent and gender are independent of each other.
- **H02:** There is no significant difference among gender towards the extent to which advertisements create need of the product in the mind of respondents.
- **H03:** The duration to which the input of advertisement last on the respondent and Age are independent of each other.
- **H04:** There is no significant difference among gender towards the attention paid by respondents on new advertisement of the product.
- **H05:** The effect of advertisement on the respondent and Gender are independent of each other.
- **H06:** There is no significant difference among age towards the attention paid by respondents on new advertisement of the product.
- **H07:** The effect of advertisement on the respondent and Age are independent of each other.
- **H08:** There is no significant difference among occupation towards the attention paid by respondents on new advertisement of the product.

IV. ANALYSIS AND RESULTS

Table1: Demographic Details

Particulars	variables	Frequency	Percentage
Gender	Male	105	70.00
	Female	45	30.00
Age	Below 15	8	5.33
	15-18	5	3.33
	19-23	27	18.00
	24-28	27	18.00
	29-35	52	34.67
	36-42	16	10.67

	Above 42	15	10.00
Income	Less than 10000	54	36.00
	10001-20000	21	14.00
	20001-30000	45	30.00
	30001-40000	14	9.33
	Above 40000	16	10.67
Education	SSC	33	22.00
	HSC	41	27.33
	Graduate	57	38.00
	Post graduate	19	12.67
Occupation	Employed	52	34.67
	Student	29	19.33
	Business	23	15.33
	Profession	15	10.00
	Self-employed	21	14.00
	House person	10	6.67

Descriptive Test

Descriptive test proves that the data is not normally distributed so further test can be applied.

Table2: Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Gender	150	1.30	.459	.892	.197	-1.220	.392
Age	150	4.46	1.504	-.351	.197	-.121	.392
Income	150	2.44	1.340	.459	.197	-.897	.392
Educational Qualification	150	2.42	.969	-.075	.197	-1.009	.392
Occupation	150	2.68	1.663	.588	.197	-.979	.392
Valid N (list wise)	150						

Interpretation: As Standard deviation is not equal to 1, Skewness is less than 3, Kurtosis is not equal to 0 and mean \neq M \neq Z; the data is not normally distributed and further test can be applied.

H01: The duration to which the input of advertisement last on the respondent and gender are independent of each other.

A chi-square test was performed and no relationship was found between the duration to which the input of advertisement last on the respondent and gender, $X^2(4, N = 150) = 2.362, p = 0.669$. The result shows that the duration to which the input of advertisement last on the respondent and gender are independent of each other.

H02: There is no significant difference among gender towards the extent to which advertisements create need of the product in the mind of respondents.

A one-way ANOVA was conducted to know the significant difference among gender towards the extent to which advertisements create need of the product in the mind of respondents. There was no significant difference among gender towards the extent to which advertisements create need of the product in the mind of respondents. At the $p > 0.05$ level for the three conditions ($F(1, 149) = 0.541, p = 0.463$).

H03: The duration to which the input of advertisement last on the respondent and Age are independent of each other.

A chi-square test was performed and no relationship was found between the duration to which the input of advertisement last on the respondent and Age, $X^2(24, N = 150) = 24.040, p = 0.459$. The result shows that the duration to which the input of advertisement last on the respondent and Age are independent of each other.

H04: There is no significant difference among gender towards the attention paid by respondents on new advertisement of the product.

A one-way ANOVA was conducted to know the significant difference among gender towards the attention paid by respondents on new advertisement of the product. There was significant difference among gender towards the attention paid by respondents on new advertisement of the product. At the $p < 0.05$ level for the three conditions ($F(1, 149) = 6.328, p = 0.013$).

H05: The effect of advertisement on the respondent and Gender are independent of each other.

A chi-square test was performed and no relationship was found between the effect of advertisement on the respondent and Gender, $X^2(3, N = 150) = 4.943, p = 0.176$. The result shows that the effect of advertisement on the respondent and Gender are independent of each other.

H06: There is no significant difference among age towards the attention paid by respondents on new advertisement of the product.

A one-way ANOVA was conducted to know the significant difference among age towards the attention paid by respondents on new advertisement of the product. There was significant difference among age towards the attention paid by respondents on new advertisement of the product. At the $p < 0.05$ level for the three conditions ($F(6, 144) = 2.607, p = 0.020$).

H07: The effect of advertisement on the respondent and Age are independent of each other.

A chi-square test was performed and no relationship was found between the effect of advertisement on the respondent and Age, $\chi^2(18, N = 150) = 10.571, p = 0.912$. The result shows that the effect of advertisement on the respondent and Age are independent of each other.

H08: There is no significant difference among occupation towards the attention paid by respondents on new advertisement of the product.

A one-way ANOVA was conducted to know the significant difference among occupation towards the attention paid by respondents on new advertisement of the product. There was significant difference among occupation towards the attention paid by respondents on new advertisement of the product. At the $p < 0.05$ level for the three conditions ($F(5, 145) = 2.607, p = 0.002$).

V. FINDINGS AND CONCLUSION

Most of the respondents get attracted towards the television advertisements i.e., 74.83 per cent followed by word of mouth publicity i.e., 68 per cent. People pay least attention to print advertisements. More than 80 per cent respondents take suggestions from friends and relatives before buying any product. The study also shows the results that none of the result or answer is dependent on age, gender, income or occupation of the respondents. There was significant difference among age, gender and occupation towards the attention paid by the respondents on advertisements for purchasing the product.

VI. REFERENCES

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Annexure

Table3: Chi-Square Test of how long does input of advertisement last on respondent and gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.362 ^a	4	.669
Likelihood Ratio	2.310	4	.679
Linear-by-Linear Association	.150	1	.698
N of Valid Cases	150		

Table4: Chi-Square Test of how long does the input of advertisement last on respondent and Age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.040 ^a	24	.459
Likelihood Ratio	24.609	24	.427
Linear-by-Linear Association	3.454	1	.063
N of Valid Cases	150		

Table5: Chi-Square Test of how does the advertisement affect the respondent and gender

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	4.943 ^a	3	.176
Likelihood Ratio	5.292	3	.152
Linear-by-Linear Association	3.676	1	.055
N of Valid Cases	150		

Table6: Chi-Square Test of how does advertisement affect the respondent and age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.571 ^a	18	.912
Likelihood Ratio	10.628	18	.909
Linear-by-Linear Association	.001	1	.972
N of Valid Cases	150		

Table7: One way ANOVA of gender and extent to which advertisements create need of the product in the mind of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.222	1	1.222	.541	.463
Within Groups	336.540	149	2.259		
Total	337.762	150			

Table8: One way ANOVA of gender and attention paid by respondents on new

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.522	1	10.522	6.328	.013
Within Groups	247.782	149	1.663		
Total	258.305	150			

Table9: One way ANOVA of Age and attention paid by respondents on new advertisement of the product

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.310	6	4.218	2.607	.020
Within Groups	232.995	144	1.618		
Total	258.305	150			

Table10: One way ANOVA of occupation and attention paid by respondents on new advertisement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.549	5	6.110	3.890	.002
Within Groups	227.756	145	1.571		
Total	258.305	150			