

ADVERTISING: A STUDY ON HOW ITS CHARACTERISTICS AFFECT COLLEGE YOUTHS' BUYING BEHAVIOR

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Abstract: The reasons for the growth of two-wheeler population in Mizoram remain unanswered questions, which encourage researchers to analyze the market as well as the consumer behavior. However, two-wheeler companies encourage their products in the market through advertising by using different forms of media. Thus, to answer the research questions, it can be assumed that advertising is influencing more purchases of two-wheeler and that can be the valid reason for examining the effects of advertising characteristics on College youths buying behavior. Self-employed questionnaire survey method is used for the research. Primary data was collected by using structured questionnaires, which were straightforwardly disseminated to the respondents and gathered from them at the time of their convenience. *Five-point interval Likert scale was employed to scale the questions because this scaling technique is suitable for self-administered survey method. The samples were collected from selected five colleges in Aizawl. Sums of fifty questionnaires were gathered from each of the five Undergraduates Colleges (constituting 250 samples) based on simple random sampling. The buying behavior of college youths is highly influenced by the advertising characteristics such as its design, content, quality and duration. They believed that these advertising characteristics are helpful, persuasive and satisfactory enough to arouse their desire to purchase the two-wheeler. The present paper is one of its first attempts in Aizawl, the capital city of Mizoram. The researchers had used raw data for its analysis and draw implications accordingly.

Key words: Advertisement, design, content, quality, duration, buying behavior.

I. INTRODUCTION

Advertising is multidimensional. It is a powerful marketing tool, a type of mass communication, a social institution and above all, it is a big business (Chunnawala and Sethia, 2011). When a firm or a marketer has developed a product to meet the market demand, there is a need to create contact with the target market that will ultimately sell the product. Furthermore, this has to be a mass contact with the same message, which desired to reach a maximum number of people in order to obtain maximum exposure. Thus, the greatest way to arrive at this mass market is mass communication in which advertising remains an important strategy of mass communication along with publicity, public relation and sales promotion.

Advertising assumes an imperative part in making brand awareness and building market shares for two-wheelers Company in particular. "With two-wheelers securing a strong 26 % growth in 2009-10, manufacturers have ventured up advertising their products. According to AdEx India analysis, television advertisements by two-wheelers companies have grown 48 per cent in 2009 when contrasted with the earlier year" (Business Line website, 2010). Hero Honda, which is the leading domestic two-wheelers company in terms of volumes, steered the market with a share of 41% amongst television advertisements for two-wheelers. According to GroupM website, the automobile industry would account for 8.2 % of the total advertising spending in India in 2016.

Russel & Lane (1996) claims that loads of advertisers rely on the fact that advertising generates "magic in the market place". Firms are willing to invest large sums of money for advertisement as they accept that advertising influences consumer buying behavior. Since advertising creates awareness and encouraged people to purchase (Bijmolt *et al.* 1998), the advertisers are attempting to evaluate the various factors affecting the buying behavior to ensure the exposure of effective advertising towards their target customers. Bardi (2010) proposed that advertising helps to describe characteristics and attributes of product or service in the visual shape with an aim that consumer is able to comprehend it effortlessly. The design, quality, duration and content of advertising are the important characteristics of an advertisement. In addition, these advertising characteristics can influence the effectiveness of advertising on consumer buying behavior. (Mohammed and Alkubise, 2012).

Specifically, the younger population in which 54 % accounts for below 24 years and 65% for population below 35 years inhabits Indian consumer market. A more youthful population as well as the expanding level of disposable income, in conjunction with advanced aspirations and a positive vibe, has massively influenced a buyer to spend (Upadhyay and Joshi, 2014). Today's market is flourished with a range of products which transform the consumers to be brand conscious and directed them to look for a product with design and quality. Knowing the customers and understanding their behavior is not at all simple. Thus, analyzing consumer behavior is necessary for an advertiser to be aware of consumer buying behavior in various circumstances. Hence,

Ayanwale *et al.*, 2005 consider that the purpose of studying consumer buying behavior is to decide the factors which have impact consumer to behave in a particular manner for various buying situation. Therefore, using the above advertising characteristics proposed by researchers, this paper attempted to observe the effects of advertising characteristics on College Youth's buying behavior by employing Correlation and Regression tools for analyzing the data.

II. LITERATURE REVIEW

Today definitions of advertising are plenteous. It is "a paid, non-personal communication through various media by business firms, a non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience" Dunn *et al.* (1978). Consequently, Arens (1996) understand advertising as a process of public relations, communication, economic, marketing, persuasion and social process.

"A good advertisement persuades the customer to make the final purchase and motivates them to do a certain action" (Kenneth and Donald 2010). By investing in advertising, the marketers encourage consumers to choose their brand (Clark *et al.*, 2009). For a consumer to choose a brand over the alternative brands, the advertising characteristics play a significant part in attracting the target audience by directing them to make the buying decision. Manchanda *et.al* (2002) states that advertisements can be differentiated based on its characteristics such as size, format, size, content, type and design, which have an extensive influence on the effectiveness of advertising. Similarly, Mohammed and Alkubise (2012) revealed that the advertising characteristics like design, content, qualities and duration of advertising are significant for marketers to guarantee its consequences on their target customers. Different researchers also supported the significance of these characteristics. For instance, the content and design of advertising have an influence upon the Click Through Rate on online advertising and thus the unique design and content increases the customers' interest towards the advertising (Franch *et al.*, 2013). The quality of advertising is also another important characteristic as well; neglecting the quality of advertising may result in a decrease in its quality or effectiveness because of the progression of time, known as 'wear out' (Naik *et al.*, 1998).

An organization success relies on the level of understanding their consumers. A careful analysis of consumer behavior offers the advertiser with a deeper insight of his target consumers and provides them with a valuable source of information for strategic advertising decision in creating advertising message, appeal and defining the target market as well as predicting the future trends. "Consumer behavior is a psychology process during which consumers know their needs, find the ways for estimation, implement the purchasing decisions, analysis and planning the data and implement the program" (Perner, 2008). However, Loudon and Bitta, 1994 describe consumer behavior as "the decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services." It can also be understood as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts" (Engel *et al.*, 1986). Wilkie (1994) suggested that it is "the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires" while Robertson and Kassarian (1991) view it as "the scientific study of consumer actions in the marketplace".

Generally, consumer-buying behavior is the purchase behavior of the ultimate consumer. The objective of consumer buying behavior focuses on deciding how customers carry on in a certain way yet in various circumstances (Ayanwale *et al.*, 2005) and it depends on the idea and concept that customer basically chose to buy an item at the spot (Adelaar *et al.* 2003). Furthermore, consumer-buying behavior is a decision process, which involved the actions of a consumer in purchasing and utilizing the products. Specifically, "it is a study of how individuals create decision to spend their accessible resources (time, money and effort) on consumption related items (what they buy, why they buy, when they buy, where they buy, how often they buy and use a product or service)" (Rajaselvi, 2011). When buying behavior is aroused, consumer confronts enormous complication in controlling purchase even after its threatening consequences were exposed (O'Guinn and Faber, 1989). Thus, the term 'actual buying behavior' can be recognized as the behavior in which consumer makes a real purchase of product or service. (Adelaar *et al.*, 2003).

III. SCOPE OF THE STUDY

The two-wheelers population in Mizoram had experienced tremendous growth from the period of 2012-2013 and 2013-2014. As per the Statistical Handbook (2014), the number of two-wheelers on road for the period of 2013-2014 was 80,729 including the private owned two-wheelers (79,737) and government-owned two-wheelers (992) which shows 12.74 % growth from the previous year 70,449 including private owned two-wheelers (69,509) and government owned two-wheelers (940). The reasons for the growth of two-wheelers population in Mizoram remain unanswered questions, which encourages researchers to analyze the market as well as the consumer behavior. However, two-wheelers companies encourage their products in the market through advertising by using different forms of media. Thus, to answer the research questions, we can have an assumption that advertising is influencing more purchases of two-wheelers and that is why we need to study the effects of advertising characteristics on college youth's buying behavior.

IV. OBJECTIVE OF THE STUDY

This paper tries to identify the effects of advertising on college youths' buying behavior in respect to two-wheelers.

V. HYPOTHESIS OF THE STUDY

In view of the objectives of the study, the following hypothesis was frame to be tested.

H_0 : Advertising characteristics such as design, content, qualities and duration of advertising does not have positive effects on college youths' buying behavior in respect of two-wheelers.

H_a : Advertising characteristics design, content, qualities and duration of advertising has positive effects on college youths' buying behavior in respect of two-wheelers.

VI. METHODOLOGY

Self-employed questionnaire survey method was employed as the basic research method for the study. Data was collect from primary as well as secondary sources. Primary data was gathered by employing structured questionnaires that were directly distributed to the respondents and collected from them at the time of their convenience. In the case of secondary data, different sources such as Journals, Magazines, Websites, etc. were using to obtain second-hand information.

Five-point interval Likert scale ranging from '1= Strongly Disagree' to '5= Strongly Agree' were used to scale the questions. Hair et.al (2004) revealed that this scaling technique is appropriate for self-administered survey method The samples were collected from selected five colleges in Aizawl representing different zones of the city that is, North, South, East, West and Central Zone by using stratified random sampling. In this way, Aizawl North College from North Aizawl, Govt. Aizawl College from South Aizawl, Pachhunga University College from East Aizawl, Govt. Aizawl West College from West Aizawl and Hrangbana College representing Central Aizawl were select. From each of the five Undergraduates Colleges, fifty questionnaires were collected constituting 250 samples based on simple random sampling.

VII. LIMITATION OF THE STUDY

The study was restricted to the students of five colleges in Aizawl that were selected based on stratified random sampling method in order to represent the five different zones of Aizawl. Therefore, the findings of the study may not be generalized for all the other colleges because of college students' variations. The study was confined to college youth in Aizawl who falls within an age group of 17-25 years. Hence, the results revealed from the study may not be compatible for different age groups, other than the youth, of two-wheelers owners. Besides, the respondents were approached at their colleges during their free time or short break, so chances of biasness are there as they got a limited time to fill up the questionnaire.

VIII. DATA ANALYSIS

i) The Demographic profile of the respondents

The table below describes the demographic characteristics of the respondents. Total samples of 250 respondents were included for the study, which comprised of 77.6 % male respondents and 22.4 % were female respondents. In addition, 76% of the respondents belong to the age group of 20-24 years and 70.8 % were living in the family having a total income of Rupees 1-3 lakh per annum.

Table 1: Demographic Profile of the Respondents

Demographic variables	Number of Respondents	Percentage	
Gender	Male	194	77.6
	Female	56	22.4
	TOTAL	250	100
Age	15-19 years	53	21.2
	20-24 years	190	76.0
	25-29 years	7	2.8
	Above 30 years	0	0
	TOTAL	250	100
Family Income	1-3 lakh	177	70.8
	3-5 lakh	48	19.2
	5-8 lakh	12	4.8
	8- 10 lakh	8	3.2
	Above 10lakh	5	2.0
TOTAL	250	100	

Source: Field Survey

ii) Mean, Standard Deviation and Reliability

A reliability analysis was tested to validate the internal consistency of various constructs. The internal consistencies of items were shown by Cronbach's Alpha with a value of 0.63 for advertising characteristics and 0.51 for buying behavior which are acceptable marking that Cronbach (1951) agreed "a value higher than 0.5 was acceptable level for good internal consistency"

even though Nunnally (1978) insisted “the values for Cronbach’s Alpha of 0.7 or higher is satisfactory”. The following table shows the mean, standard deviation and reliability in details.

Table 2: Mean, Standard Deviation and Reliability analysis

variable	Sl. No	item	Mean	Standard Deviation	Cronbach’s Alpha
Advertising Characteristics	1	The design of the two-wheelers advertisement persuades me to watch the advertisement	3.61	1.28	0.63
	2	I find the content of two-wheelers advertisements very helpful and persuasive	3.57	1.20	
	3	The qualities of two-wheelers advertisements influenced me to watch the advertisement	3.50	1.12	
	4	The duration of two-wheelers advertisements are satisfactory enough to arouse my desire to own the product	3.34	1.27	
Buying Behaviour	1	I like to buy two-wheelers, which impress other people.	3.31	1.19	0.51
	2	I buy two-wheelers because they gave me prestige.	3.45	1.11	
	3	I want to buy two-wheelers, which makes me feel like the person I want to be.	3.53	1.20	
	4	Buying two-wheelers arouse my emotions and feelings.	3.28	1.16	
	5	Compared to things I could do, buying two-wheelers is enjoyable.	3.47	1.14	

iii) Testing of hypothesis

To test the above hypothesis, correlation and regression analysis were run to estimate the relationship between dependent and independent variables. An advertising characteristic such as design, content, qualities and duration of advertising was used as an independent variable, which was supposed to have an effect on the dependent variable college youths’ buying behavior. The analysis was tested by using data obtained from the respondents.

The following Table 3 shows the correlation matrix of the variables. A two-tail test at 0.01 significance level indicates that there exists a positive correlation between the advertising characteristics and college youths buying behavior ($r = 0.780$). The study draws the inference that the more attractive the advertising characteristic such as the design, the content, the qualities and duration of advertising is; the more positive effect it will create upon the college youths’ buying behavior.

Table 3: Correlation Analysis

		Advertising Characteristics	Buying Behaviour
Advertising Characteristics	Pearson Correlation	1	.780**
	Sig. 2-tailed		.000
	N	250	250
Buying Behaviour	Pearson Correlation	.780**	1
	Sig. 2-tailed	.000	
	N	250	250

***. Correlation is significant at the 0.01 level (2-tailed).*

Source: Field survey

To find out the cause and effect relationship between advertising characteristics and college youths’ buying behavior, regression analysis was tested. Regression analysis observed the degree of effects an independent variable will have on the dependent variable. Therefore, the regression was tested on one set of data by taking advertising characteristic as independent variable and buying behavior as the dependent variable.

Table 4: Effects of Advertising Characteristics on College Youths’ Buying Behavior

Variable	Buying Behaviour		
	β	t-value	p-value
Constant	5.903	10.415	.000*

<i>Advertising characteristics</i>	.777	19.601	.000*
<i>R-square</i>	.608		
<i>Adjusted R-square</i>	.606		
<i>F-ratio</i>	384.193		
<i>Durbin Watson D Statistic</i>	2.643		

*Significant at 5% level

Source: Field survey

From the above table, that the magnitude of R square came to be .606 indicating that 60.6 % of the variation in buying behavior could be explained by the advertising characteristic. The Durbin Watson D statistic (2.643) indicates that the residual does not suffer from serial autocorrelation as Field (2009) suggest that the value less than 1 or greater than 3 are normally undesired. The regression coefficient for the predictor variable advertising characteristic is .777. The coefficient value shows the change in the dependent variable with a unit change in a variable value i.e. there is an increase of .777 units in buying behavior of college youth for every unit increase in advertising characteristics. The positively significant regression coefficient of .777 with a p-value of .000 revealed that advertising characteristics have positive effects on college youths' buying behavior. Accordingly, we reject the null hypothesis and the alternate hypothesis was accepted.

IX. CONCLUSION

It is evident that the advertising and buying behavior of college youth are closely related. Niazi *et al.* (2012) observed similar findings and revealed that advertising is a viable communication tool to motivate the customers and affect their purchasing behavior. The advertisers believed that their advertising campaign will influence consumer-buying behavior and further leads the consumer towards the purchase decision. College youths' buying behavior is highly influenced by the advertising characteristics such as its design, content, quality and duration of an advertisement. They believed that these advertising characteristics are helpful, persuasive and satisfactory enough to arouse their desire to purchase the two-wheelers. The study found that advertising characteristics have an effect on college youths' buying-behavior thus; the advertisers must outline the advertisement plan cautiously and take initiative for improving the overall advertising in terms of making the advertisement with an attractive design, good quality, having informative, helpful and persuasive content and it must not be too long or too short. It must be long enough to arouse the viewers' desire and short enough to spare time some time. Thus, in this way the exact messages can communicate effectively to the target audiences for whom an advertisement has been arranged.

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