

THE IMPACT OF ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOUR: A ANALYSIS OF DEHRADUN CITY

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ABSTRACT

The present study examined the impact of advertising on consumer buying behaviour in the city of Dehradun. With rise in various usage of technological parameters, to make advertisement impactful is a challenge, to have competitive edge over competitors is the need of all business so as to keep going with profitability of the organisation. In the study survey research design was used in which through questionnaire data was collected to test hypotheses and to test it. Multiple regression technique was utilized. The study's findings concluded that significant and positive relationship is found between the independent variables of advertisement and consumer buying behavior. It could be concluded that for impactful advertising, the reach for target audience must be extensive, companies need to keep track of their buying trends or purchase decisions toward products and services.

INTRODUCTION

A company can never be a leader in the market unless they invest lots of their budget in their promotional strategies. Advertisement is part of promotional mix strategy of a business. Because to be successful and for being a leader an organization has to promote its product effectively so as to create its awareness as well as to induce them to buy.

Consumer buying behavior is the result of attitudes, preferences, intentions and market decisions prior to the purchase of a product. The study of consumer buying behavior is a multidisciplinary field that relies heavily on sociology, psychology, anthropology, etc. The consumer behavior study covers all aspects of buying behavior - from pre-purchase to depreciation, appraisal and subsequent purchase. It also deals with all stakeholders, directly or indirectly, in purchasing decisions and consumer activities, including brand owners and opinion leaders. Research has shown that consumer behavior is difficult to predict even for experts in this field. However, new research methods such as ethnography and consumer neuroscience are shedding light on how consumers make their decisions. To always have competitive edge over other players in the market, companies have to keep on reconstructing their promotional strategies. Advertisement is part of promotional mix strategy of a business and it has to be impactful as it infuses lot of investment. Advertising is done to build a brand identity, communicate changes in old products, or introduce new product/services to the customers. It has become an essential element of the corporate world, and hence, companies allot a considerable amount of resources towards their advertising budget. In present market scenario advertisement has become an essential bit. Today, advertisements are given lot of attention by the companies. The Institute of Practitioners in Advertising defines the term thus: "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Advertisement is sum of combination of imagination, market research & buying of economic media. The cost spent on advertisement is the investment as it may give better returns later. Consumer buying behaviour is the customer's reaction of the outlook, preference as per taste, intention for purchase and then decision made at market place before making a purchase. The area selected is Dehradun, capital of Uttarakhand state, India. Dehradun easily gets influenced socially, economically and politically by Delhi NCR. Few world famous schools and Research Organisations such as Forest Research Institute, Oil and Natural Gas Corporation (ONGC), Wild Life Institute of India (WII) and the Indian Institute of Petroleum (IIP), the renowned Rashtriya Indian Military College (RIMC) and Indian Military Academy (IMA) are located in Dehradun. The literacy rate of Uttarakhand is higher than India's average rate which is 72%. (Kumar and Thapa, 2014). As the literacy rate is good so there are high chances of rational behavior shown by the consumers as low literate consumers might have to face problem in understanding information especially in print media or packaging content. (Jae and DeVecchio, 2004)

Factors That Influence The Buying Decision

1. Economic Factor

The economic factor is the most important factor. The law on free market activities shows the relationship between supply, demand and costs. The higher the demand, the higher the costs. This relationship attracts additional suppliers, who work to eliminate and maintain costs Request the sound levels of the buyer. Free market activity affects the behavior of the buyer. Assuming that an item is expensive, the customer's interest in that component will decrease. (Brown, Alan and Deaton, A., 1972). The whole factor lies in the needs, supported by logical logic and also serves the interests of the customer. This factor also plays a very important role in the purchase decision

2. functional factor

The factor is totally about needs, backed by a logic that what makes sense and also fits in the best interest of the customer. This one factor also plays a very important role in the buying decision.

3. Marketing mix factor

The marketing mix consists of four components: product, price, promotion and distribution, each having a direct or indirect effect on the consumer purchase process. Consumers take into account various factors such as product characteristics, price, product availability at the desired location, and so on

4. Personal factors

Personal factors are age, occupation, lifestyle, social and economic status, and type of consumer. These factors can individually or collectively influence consumer decisions

5. Psychological factors

In terms of psychological factors, four important factors affect consumer buying behavior: perception, motivation, learning, beliefs and attitudes.

6. Social factors

Social factors include reference groups, family, and social status. These factors also influence the purchasing behavior of the consumer. These factors in turn reflect an endless and powerful flow through which people learn different values of consumption.

7. Cultural factors

Cultural factors have little influence on the consumer's decision making process. Because everyone lives in a complex social and cultural environment, the type of products or services they want to use can be directly or indirectly affected by the general cultural context in which they live and develop. These cultural factors include race, religion, tradition, community, and moral values.

LITERATURE SURVEY

Duncan and Nelson (1985) looked at how advertising entertainment affects consumers. They analyzed 157 ad responses and found that entertaining ads could reach consumers. It affects the consumer in the acceptance and consumption of the product (Duncan & Nelson, 1985).

Milgrom & Roberts-1986: Advertising Spending Can Affect Consumer Behavior, Which Means More Money Can Be Linked To Advertising Quality And Repeatability. Can make a lasting impression in the minds of consumers. Advertising is the quality of product selection External signals are important

Advertising expenses also create a positive impression of the brand in the minds of consumers. **Aaker and Jacobson (1994)** also found a positive relationship between advertising and perceived quality. As a result, advertising spend is positively related to perceived quality, resulting in increased purchases from this brand.

Yoo and Donthu & Lee (2000) studied the effect of marketing mix variables on consumer behavior. The approach focuses on the indirect impact of these determinants on brand loyalty. Since advertising spending affects product expectations or service quality in the consumer's mind (Kirby and Wright 1989, Yoo, Donthu and Lee 2000, Moorthy and Zhao 2000), its role must be indirectly related. This means that advertising itself does not affect advertising and represents the company's main customers influencing consumers' buying behavior (Ha, Janda and Muthaly, 2011).

Gulas & Weinberg (2006) Although the use of humor in advertising can sometimes present risks, because a large number of people may not have the same concept. In their book, Goulas and Weinberger claim that the unsuccessful attempt to receive advertisements is a missed opportunity to connect with consumers. Can humiliate consumers and drive them away. They argued this argument with the 1999 Super Bowl, "Just for Feet". A group of white men appeared after a barefoot Kenyan runner who was then anesthetized and forced to wear a pair of shoes. The announcement was received with great indignation.

Mandan and Hossein & Furuzandeh (2013) were one of the most important criteria for the creation of an advertisement. Entertainment is used as a tool to attract the attention of customers. Consumers remember a fun, fun and not boring ad. It can therefore be said that entertainment increases the effectiveness of advertising. That's why many companies invest a lot of money to create humorous ads.

OBJECTIVE OF THE STUDY

- ❖ To study the Impact of advertisement on buying behavior.
- ❖ To identify how the advertisement change/influence the purchase behavior of the consumer.

RESEARCH HYPOTHESIS

- ❖ H0 -- There is no significant effect of advertisement on consumer buying behaviour.
- ❖ H1 - There is significant effect of advertisement on consumer buying behaviour.

RESEARCH METHODOLOGY

The proposed study will be based on primary and secondary data. In this study, the survey methodology was used using the questionnaire method, which was conducted in three ways: by email and by Google personal documents. At the same time, secondary data from published reports and associated literature will be used

DATA ANALYSIS AND DISCUSSION

Regression Analysis

Regression analysis is a predictive modeling technique that studies the relationship between independent variable (s) and dependent variable (s). This technique is used to predict and model time series and to find causal effect relationships between variables. Regression analysis is also used to understand all the independent variables associated with the dependent variable and to explore the forms of these relationships. In limited circumstances, regression analysis can be used to derive causal relationships between independent and dependent variables. Regression analysis is used to determine the role of different factors in advertising consumer behavior.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.652	.641	.38598

a. Predictors: (Constant), PerceivedNegativeEffects, positivevibes, persuasion

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.746	3	8.915	59.842	.000 ^b
Residual	14.302	96	.149		
Total	41.049	99			

a. Dependent Variable: buying behavior

b. Predictors: (Constant), Perceived Negative Effects, positive vibes, persuasion

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.221	.240		5.088	.000	.745	1.698
	Persuasion	.655	.305	.804	2.151	.034	.051	1.259
	Positivevibes	.551	.119	.731	4.630	.000	.315	.787
	PerceivedNegative Effects	-.552	.214	-.780	-2.579	.011	-.977	-.127

INFERENCE:-

The information presented in the above table show the model summary & overall fit statistics. We see from the table that the Adjusted R Square of our model is .641 with the $R^2 = .652$ that means the linear regression explains the 65% variance in the data. The table above depicts the F test. The f test statistics is the regression sum of a square divided by the residual mean square. The linear regression F test has the null hypothesis that there is no linear relationship between the variables with F test 7187.422 and 1 degrees of freedom the test is highly significant. Therefore we can assume that there is a linear relationship between the variable in our model. Further, the table shows standardized coefficient beta indicates the relationship between positive vibes as the independent variable and consumer buying behaviour as the dependent variable with a value of .731. The significance of beta is tested using t-test and value found is -1.574 and 84.779 which is significant except indicating a healthy positive relationship between advertisements and consumer buying behaviour.

CONCLUSION

In the present study, the influence of advertisement in consumer buying behaviour factors measured using Likert 5 point scale (5 = strongly agree; 1 = strongly disagree). The purpose of this research is to explore the impact of advertising on consumer buying behavior. The results showed that positive emotions are the most preferred factors in many advertising factors that are gaining importance among clients. To this end, three independent variables, persuasion, perceived negative influence and positive emotions were taken into account. On the basis of the analysis, it can be concluded that advertising has a significant impact on the buying behavior of consumers. This study may be useful for marketers to understand what leads to consumer buying behavior. They can determine which ad item is most effective and which has a relatively low impact

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