

IMPACT OF ADVERTISEMENT ON CONSUMER' PURCHASE DECISIONS

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Abstract

Advertising is the effective source to influence the mind of viewers and to give their exposure towards a particular product or service. It plays a vital role in the business tied to attract customers in their purchase decisions. Also it is one of the promotional mixes to create awareness among target population. Companies are spending a huge amount of their budget for advertising their goods and services. They have been investing to influence the customers' buying behaviour and to determine the factors that have direct or indirect effects on customers' buying behaviour. The objectives of the present study has been the impact of Advertisement on Consumers' Purchase Decisions. In order to collect primary data from 225 respondents in Cuddalore District was adopted multi-stage sampling technique and descriptive statistics like Mean and Standard deviation and One Way ANOVA were used. It is found that Advertisements create high level impact towards switch over the brand, positive influence on purchasing decision, buy unaffordable things, easy purchase and induce to purchase. The television advertisement is high Level of impact on customer purchase decision compared with other media of advertisement, the moving methods of advertisement and still method of advertisement were high Level of impact on customers' purchase decision compared with other methods of advertisement, the celebrity of advertisement are high Level of impact on customers' purchase decision compared with other features of advertisement. And also, informative and creative types of advertisement are high Level of impact on customers' purchase decision compared with other types of advertisement.

Keywords: advertisement, impact, informative.

Introduction

Advertising is the effective source to influence the mind of viewers and to give their exposure towards a particular product or service. It plays a vital role in the business tied to attract customers in their purchase decisions. Also it is one of the promotional mixes to create awareness among target population. In the present day competitive business environment, it has become one of the crucial commercial activities in

competitive business environment. Advertising is a major tool in creating product awareness in the minds of potential consumers to take final purchase decisions. Advertising adds value to products, because people feel that advertised goods are glamorous. The value of the product increases because of the demonstration effect. It creates self-confidence amongst the people and persuades them to purchase quality products.

Need of the Study

The important of advertisement in the earlier days was unnecessary but now it became important. Companies are spending a huge amount of their budget for advertising their goods and services. They have been investing to influence the customers' buying behaviour and to determine the factors that have direct or indirect effects on customers' buying behaviour. Advertising is an effective tool to motivate customers and influence their purchase attitude. Also, advertisers hope that their advertisements would change the buying behaviour of consumers who buy their products. In order to make their advertising campaign more effective and rewarding, advertisers have various factors influencing customers' purchase attitude.

Statement of the Problem

Today, companies invest huge amounts of their earnings in advertising in different media such as television, radio, magazine, etc. In India, different organizations spend annually a big sum of money for marketing and public relations in direct and indirect form. But unfortunately, consideration to assessment of advertising effectiveness is less and only some organizations and industries evaluate the effectiveness of their advertising. In fact, companies invest millions of rupees in creating advertising messages to position their products above those of their rivals to resonate with consumers and influence their behaviour. Even though the effectiveness of advertising is unquestionably an important factor in its success, it is not accounted for in most empirical and theoretical models assessing advertising effectiveness. The perception about impact of advertisements and promotional activities on purchase behaviour place crucial role in regulating the advertisement by the marketers. The present study deals with how the marketers have to understand in a better way that how the advertisements would change the customer perceptions in their purchasing attitudes. The marketers must understand that supply of right quality and quantity of goods and services at reasonable price would be the responsibility of an enterprise towards its customers. This study is based on the impact of advertisement on the customers' purchase decision towards the product.

Review of literature

Khandare and Suryawanshi (2016) in their report is focusing on quantifying the impact of internet advertising on consumer buying behavior, **Narasimhamurthy (2014)** found the advertisements not only influence their product choice, but also influence their lifestyles, involvement in family purchase decisions, interaction with parents, etc., **Rai (2013)** in his study focuses on identifying the influence of advertisements on the consumer behavior, Purchase attitude and behavior is influenced by a variety of advertisements, which cover product evaluation and brand recognition. **Malik et al (2013)** in their study shows that teenagers in Gujranwala are more conscious about their social status so; they prefer branded products and advertisement affects the Consumer Buying Behavior positively. **Rai (2013), Arshad et al. (2014), Sivanesan (2014) and Tehria (2017)** in their study focuses on identifying the influence of advertisements on the consumer behavior and the study reveals that the positive impact of all these factors, on the buying behavior of the consumer, **Ali Hassan (2015)** in his study aims to answer the question that whether the residential background of consumers i.e. rural and urban has a varying effect on the buying decision due to the television advertisements, **Hee and Yen(2018)** aims to analyze the relationship between print service advertising, broadcast advertising, social media advertising and consumer purchasing behavior.

Objectives of the Study

The objectives of the present study has been the impact of Advertisement on Consumers' Purchase Decisions in Cuddalore District

Hypotheses

The hypotheses have been formulated that there is no significant difference of impact on Purchase Decision among the difference advertisement media, Method of advertisement, and the various types of Advertisement.

Research Methodology

The present study has been conducted among the randomly selected respondents to evaluate the advertisement effects on customers' purchasing decision. The target population for data collection have been

the customers in Cuddalore District. In order to collect primary data for the study, multi-stage sampling technique was adopted. Cuddalore District constitutes three Revenue Divisions with seven taluks. At the first stage, all the three Revenue Divisions were taken in to present study. In the second stage, one taluk were taken from each division. In the final stage, samples of 75 respondents were selected randomly from each of the selected taluk. Hence the sample size for the present study was 225 respondents.

Statistical Techniques

The collected primary data are subjected to various statistical techniques from descriptive statistics like Mean and Standard deviation and One Way ANOVA were used.

Impact of Advertisement on Purchase Decisions

The advertising effect increases sales of existing products and increases the experiment of new products. It creates demand, purchases the product easier, switch over the brand and induces to purchase the products in the market. There are several ways to attract the customers through the advertising media communications. The choice of media is dependent upon the nature of the message and the intended target audience, which method of advertisement is mostly liked, which features of advertisements mostly attracted, which methods of advertising to attract the customers and effects of advertisement on consumer' purchase decisions are presented and results shows the following Tables.

The advertisement effects on customer purchase decision were measured by 5-point rating scale techniques. It ranged ranging from 1 for 'strongly disagree', 2 for 'disagree', 3 for 'neither agree nor disagree', 4 for 'agree' and 5 for 'strongly disagree'. Table 1 presents the mean perception of the respondents.

Table 1
Impact of Advertisement on Purchase Decisions

S. No	Variables	Mean	SD
1	The advertisement makes purchase the product easier	4.37	0.917
2	Advertisement Enhances Involvement in the Purchase	3.57	0.947
3	Advertisement create fantasy around the product or use	1.78	0.819
4	Advertisement builds an evocative mood or image around the product	3.77	0.865
5	The advertisement exposure increase the experiment the new products	4.32	0.988
6	I feel my demand for products purchase is influenced by advertisement	2.74	0.981
7	Advertisement induce to purchase the products for enjoyment even though I am not require	4.36	0.814
8	I feel good when I watch the ads of the products I am already using	1.99	0.907
9	Advertisement increases the frequency of purchase	3.17	0.939
10	Advertisement Emphasizes how a product fit in with a lifestyle	3.11	0.936
11	Advertisement create a character that personifies the product	4.17	1.074
12	Advertisement shows the company's expertise and experience in making the product	2.21	0.957
13	Advertised products are good quality products than unadvertised products	1.93	0.872
14	Advertised products give more satisfaction when purchase	3.00	0.896
15	Advertisement persuade me to buy unaffordable things just to show off	4.40	0.807
16	Advertisement switch over one brand to another brand	4.50	0.782
17	Advertisements can have more positive influence on my purchasing decision.	4.41	0.864
	Over All	3.40	0.904

Advertisement switch over one brand to another brand with mean 4.50 and standard deviation 0.782 hold first place, Advertisements can have more positive influence on my purchasing decision with mean 4.41 and standard deviation 0.864 possess second place, Advertisement persuade me to buy unaffordable things just to show off with mean 4.40 and standard deviation 0.807 in the third place, The advertisement makes purchase the product easier with mean 4.37 and standard deviation 0.917 possess fourth place, Advertisement induce to purchase the products for enjoyment even though I am not require with mean 4.36

and standard deviation 0.814 fifth place, The advertisement exposure increase the experiment the new products with mean 4.32 and standard deviation 0.988 have sixth place, Advertisement create a character that personifies the product with mean 4.17 and standard deviation 1.074 have seventh place, Advertisement builds an evocative mood or image around the product with mean 3.77 and standard deviation 0.865 possess eighth place, Advertisement Enhances Involvement in the Purchase with mean 3.57 and standard deviation 0.947 have ninth place, Advertisement increases the frequency of purchase with mean 3.17 and standard deviation 0.939 possess tenth place, Advertisement Emphasizes how a product fit in with a lifestyle with mean 3.11 and standard deviation 0.936 possess eleventh place, Advertised products give more satisfaction when purchase with mean 3.00 and standard deviation 0.896 possess twelfth place, I feel my demand for products purchase is influenced by advertisement with mean 2.74 and standard deviation 0.981 possess thirteenth place. In the same time, Advertisement shows the company's expertise and experience in making the product, I feel good when I watch the ads of the products I am already using, Advertised products are good quality products than unadvertised products, Advertisement create fantasy around the product or use with mean 2.21, 1.99, 1.93, 1.78 and standard deviation 0.957, 0.907, 0.872, 0.819 having the fourteenth, fifteenth, sixteenth and seventeenth places respectively.

The level of impact on purchase decision by advertisement is measured in the following manner. The level of categories us high, moderate and low. If the value of awareness is more than mean 4.30 (overall mean + standard deviation = $3.40 + 0.90$) is considered as high level awareness. If the values less than mean 2.50 (over all mean – standard deviation = $3.40 - 0.90$) is considered as low level of awareness. If the value is in between high and low is considered as moderate level. The results are presented in table 2.

Table -2
Level of Impact of Advertisement on Purchase Decisions

S.No	Variables	High	Medium	Low
16	Advertisement switch over one brand to another brand	4.50		
17	Advertisements can have more positive influence on my purchasing decision.	4.41		
15	Advertisement persuade me to buy unaffordable things just to show off	4.40		
1	The advertisement makes purchase the product easier	4.37		
7	Advertisement induce to purchase the products for enjoyment even though I am not require	4.36		
5	The advertisement exposure increase the experiment the new products	4.32		
11	Advertisement create a character that personifies the product		4.17	
4	Advertisement builds an evocative mood or image around the product		3.77	
2	Advertisement Enhances Involvement in the Purchase		3.57	
9	Advertisement increases the frequency of purchase		3.17	
10	Advertisement Emphasizes how a product fit in with a lifestyle		3.11	
14	Advertised products give more satisfaction when purchase		3.00	
6	I feel my demand for products purchase is influenced by advertisement		2.74	
12	Advertisement shows the company's expertise and experience in making the product			2.21
8	I feel good when I watch the ads of the products I am already using			1.99
13	Advertised products are good quality products than unadvertised products			1.93
3	Advertisement create fantasy around the product or use			1.78
	Over all Mean Score	4.39	3.36	1.98

An observation of the Table 2 shows that Advertisements create high level impact towards switch over the brand, positive influence on purchasing decision, buy unaffordable things, easy purchase, induce to purchase, and experiment the new products were high level with mean more than 4.30. Regarding 'personifies the product, builds an evocative mood, Enhances Involvement in the Purchase', frequency of purchase, shows the product fit to lifestyle, give more satisfaction and create demand for products purchase were 'moderate level' mean range between 4.30-2.50., whereas the low level of impact were shows the

company's expertise, feel on already using product, focus quality of products and create fantasy around the product. Hence, it is concluded that advertisement more impact on customers purchase decision in the following aspects shows switch over the brand, positive influence on purchasing decision, buy unaffordable things, easy purchase and induce to purchase.

Table 3
Impact of Various Medias' advertisement on Customers Purchase Decision

Media		High Level	Moderate Level	Low Level
TV	Mean	4.77	3.12	1.98
	Std. Deviation	0.578	0.889	0.872
Radio	Mean	3.87	3.21	2.01
	Std. Deviation	0.920	0.807	0.868
Internet	Mean	4.00	3.48	1.85
	Std. Deviation	0.788	0.893	0.911
Print	Mean	3.59	3.17	2.00
	Std. Deviation	0.831	0.962	0.876
Total	Mean	4.39	3.36	1.98
	Std. Deviation	0.862	0.948	0.889
ANOVA			F	Sig.
			31.176	.000

Different types of media play role in impact on purchase decision about product and services to customers. The level of impact may vary according to types of media. Hence, It is seen from the above Table 3 reveals that the television advertisement is high Level of impact on customer purchase decision compared with other media of advertisement with mean 4.77 and standard deviation 0.578. followed by internet with mean 3.48 and standard deviation 0.893 are moderate level of impact, Print media having mean 2.00 and standard deviation 0.876 and standard deviation 0.868 are low level of impact. It is understood that Television advertisement was influenced the customer for purchase decision on the product and services. From the above results it is found that the calculated value is 31.176 with P value (0.000) and it is significant at 5% level. Hence, null hypothesis is rejected and it is concluded that there is significant differences among the difference media towards impact level of customers purchase decision.

Table 4**Impact of Various Advertisement methods on customers' Purchase Decision**

Methods of Advertisement		High Level	Moderate Level	Low Level
Still Advertisement	Mean	4.44	3.12	1.84
	Std. Deviation	0.731	0.988	0.973
Moving Advertisement	Mean	4.71	3.41	1.96
	Std. Deviation	0.746	0.914	0.887
Printing Advertisement	Mean	4.19	3.69	1.87
	Std. Deviation	0.903	0.903	0.761
Graphic Advertisement	Mean	4.33	3.24	2.23
	Std. Deviation	1.010	0.943	0.942
Total	Mean	4.39	3.36	1.98
	Std. Deviation	0.862	0.948	0.889
ANOVA			F	Sig.
			2.241	.085

Table 4 reveals that the moving methods of advertisement with mean 4.71, and standard deviation 0.746 and still method of advertisement with mean 4.44 and standard deviation 0.731 were high Level of impact on customers' purchase decision compared with other methods of advertisement, followed by printing methods of advertisement with mean 3.69 and standard deviation 0.903 are moderate level and graphics method of advertisement with mean 2.23 and standard deviation 0.942 are low level impact on purchase decision. It is understood that the moving methods of advertisement and still method of advertisement were high Level influence on customers' purchase decision.

From the above results it is found that the calculated value is 2.241 with P value (0.085) and it is significant at 5% level. Hence, null hypothesis is accepted and it is concluded that there is no significant differences of impact on customers' purchase decision among the difference methods of advertisement.

Table 5**Impact of Various Features of Advertisement on customers' Purchase Decision**

Features of Advertisement		High Level	Moderate Level	Low Level
Background	Mean	4.35	3.65	1.91
	Std. Deviation	0.707	0.852	1.019
Sound Effect	Mean	4.30	3.30	2.12
	Std. Deviation	0.810	0.961	0.800
Caption	Mean	4.11	3.22	2.15
	Std. Deviation	0.935	0.859	0.865
Celebrity	Mean	4.65	3.29	1.89
	Std. Deviation	0.874	0.991	0.854

Total	Mean	4.39	3.36	1.98
	Std. Deviation	0.862	0.948	0.889
ANOVA			F	Sig.
			13.176	.000

Table 5 reveals that the celebrity of advertisement are high Level of impact on customers' purchase decision compared with other features of advertisement with mean 4.65 and standard deviation 0.874. followed by background of advertisement with mean 3.50 and standard deviation 0.895 are moderate level of impacts , caption of advertisement with mean 2.15 and standard deviation 0.865 and sound effects of advertisement with mean 2.12 and standard deviation 0.800 are low level. It is understood that celebrity of advertisement are the most impact for purchase decision of customers. From the above results it is found that the calculated value is 13.176 with P value (0.000) and it is significant at 5% level. Hence, null hypothesis is rejected and it is concluded that there is significant differences among the difference features of advertisement towards impact on customers purchase decision.

Table 6
Impact of Various Types of Advertisements on customers' Purchase Decision

Types of Advertisement		High Level	Moderate Level	Low Level
Funny	Mean	4.21	3.52	2.01
	Std. Deviation	0.671	0.924	0.913
Creative	Mean	4.58	3.25	1.98
	Std. Deviation	0.712	0.997	0.899
Informative	Mean	4.68	3.26	2.02
	Std. Deviation	0.869	0.959	0.908
Short and Crisp	Mean	4.26	3.23	1.91
	Std. Deviation	0.896	0.821	0.851
Emotional	Mean	4.18	3.50	1.99
	Std. Deviation	0.753	0.742	0.840
Crazy	Mean	3.84	3.11	1.84
	Std. Deviation	1.051	0.843	0.731
Total	Mean	4.39	3.36	1.98
	Std. Deviation	0.862	0.948	0.889
ANOVA			F	Sig.
			5.234	.000

Table 6 shows that informative and creative types of advertisement are high Level of impact on customers' purchase decision compared with other types of advertisement with mean 4.68 and 4.58 with standard deviation 0.869 and 0.712 followed by funny type of advertisement with mean 3.52 and standard deviation 0.924 and emotional type of advertisement with mean 3.50 and standard deviation 0.742 are

moderate level and Crazy advertisement with mean 2.01 and standard deviation 0.659, Short and Crisp advertisement with mean 2.01 and standard deviation 1.004 are making awareness low level. It is understood that Funny and creative advertisement are the most suitable for creating awareness on the product and services. From the above results it is found that the calculated value is 5.234 with P value (0.000) and it is significant at 5% level. Hence, null hypothesis is rejected and it is concluded that there is significant differences among the difference types of advertisement towards Impact on customers Purchase Decision.

Conclusion

The advertisements have strong positive influence and significant relationship with customers buying behavior. People perceive the advertisement with positive attitude. The study shows that customers are more conscious of their social status so they prefer advertised products and affect the customers purchasing attitude positively. Advertisement convinces the people to use the product at least once in their lives. Most of the people rely on advertisements rather than other sources like family, friends and reference groups' opinions regarding product. Advertisement can affect people with any income level, but it has no greater influence on expensive products. In the present scenario companies cannot sell their products or services without advertisements.

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