A STUDY ON IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR OF CONSUMERS IN MANNARGUDI TOWN

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Abstract

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement. The objective of advertisement is to study the Impact of advertisement on buying behavior. It is found that there is a relationship between age of the respondents and level of impact of advertisement and there is a relationship between income and satisfaction with advertised product at the time of using.

Keywords: Advertising Industry, Consumers, Brand Loyalty, Buying Behavior.

1. INTRODUCTION

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand, the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose, every company use different ways to attract customers of different segments of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products.

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets and these management tools refers to the re-analysis and re-design of tasks and also processes inside and outside the organization. In their marketing process, businesses can select the best targeted advertising, by making use of science, expertise and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases.

Marketing is the performance of all activities necessary for ascertaining the needs and wants of markets, planning the product availability, effective transfer of ownership of products, providing for their physical distribution and facilitating the entire marketing process. It is a shape within which price making forces operated in which exchanges of titles tend to be accomplished by the actual movement of goods affected.

1.1 IMPACT OF ADVERTISING

In every country, advertising has proved to be engine of progress, an essential input for economic change and vital aid for social usage. Advertising is an existing dynamic and truly challenging enterprise. It changes with changing markets, changing life styles, changing methods of distribution and changing pattern of consumption. Advertising is an institution performing essential social and economic facilities. Indeed, advertising is multidimensional and different segments of the society are indicted with their individual views.

Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Advertising does two jobs for business. One is the competitive job to make clear customer. And the equally important is the indispensable job of creating consumers. The derive to have a new product in the first place. Moreover, it is a creative art, a science, a business, an economic as well as social institution. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement.

2. OBJECTIVES OF THE STUDY

The present study has framed the following objectives. They are

1. To study the demographic profile of consumers.
2. To study the impact of advertisement on buying behavior.
3. To offer suggestions based on the study.

3. HYPOTHESES OF THE STUDY

The researcher has framed the following null hypothesis. They are

1. There is no significant relationship between age of the respondents and level of impact of advertisement.
2. There is no significant relationship between age and satisfaction with advertised product at the time of using.
3. There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.
4. There is no significant relationship between education level of the respondents and opinion about advertisement.
5. There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.
6. There is no significant relationship between gender of the respondent and influencing factors attracting factors in advertisement.

4. **PERIOD OF THE STUDY**

The period of study consists of four months from February 2016 to April 2016.

5. **AREA OF THE STUDY**

A study of this nature required the selection of a suitable place. Therefore, Mannargudi town was selected for the study, since the researcher belongs to this area. Moreover, the advertisement has an impact among the people in Mannargudi town.

6. **REVIEW OF LITERATURE**

Antoine Lamarre *et al.*, (2012)[1] in their article titled "Mobile Marketing and Consumer Behaviour Current Research Trend" have explained that innovative businesses that have successfully integrated e-commerce in their marketing activities now see mobile marketing as the next exciting opportunity that will enable them to reach their consumers through a new communication channel.

Abdul Ghafoor *et al.*, (2014)[2] in their article titled "Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan" have describes that the factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.

Sathya and Indirajith (2014)[3] in their article titled "A Study on Purchase Behavior of Consumer Durable Goods with Special Reference to Tiruvarur District" have revealed that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

Ashish Kumar and Poonam Gupta (2015)[4] in their article titled "To Analyze Consumer Buying Behaviour and Preferences in the Home Appliances Market of Hailer" have concluded that all marketing starts with the consumer. So, consumer is very important to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

Kalaiselvi and Muruganandam (2015)[5] in their article titled "An Analysis on Purchase Behaviour towards Selected White Goods" have describes that the consumption trends differ from similar income households in urban areas to rural areas significantly. Before the liberalization of Indian economy, in Indian

white goods markets, reputed companies like Godrej, Videocon, Kelvinator, BPL, Voltas and Allwyn had the major market share. After liberalization, many foreign players like Whirlpool, LG, Sony, Samsung, IFB, and Aiwa had entered into the market. This opening created a dramatic change in the white goods market.

Samar Fatima and Samreen Lodhi (2015)[6] in their article titled "Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City" have exposed that Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

7. METHODOLOGY

In the present study, primary data were collected through questionnaire from 115 college students in Mannai Rajagopalasamy Government Arts College, Mannargudi, the data was collected and analyzed through statistical tools for fulfillment of the objective of the study.

7.1. Sources of Data

➢ Primary data
➢ Secondary data

7.1.1. Primary Data

The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

7.1.2. Secondary Data

The secondary data were collected from published sources such as standard text books, magazines and internets.

8. SAMPLE DESIGN

In the present study a convenient sampling was adopted to identify the sample respondents from a total population. The sample size is 115 respondents were selected from various department students. To collect accurate and true information, the researcher meets college students and explained the research problem and got their consent for responding to the questionnaire.

9. TOOLS AND TECHNIQUES

The following tools and techniques have been applied by the researcher to analysis the primary data

➢ Simple percentage analysis
➢ Chi-Square test
➢ Weighted Arithmetic Mean

10. SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The Table.1 shows the socio-economic profile of the respondents.

Table.1. Socio Economic Profile of the Respondents

Profile	Variables	No. of Respondents	Percentage
Gender	Male	67	58.26
	Female	48	41.74
Total		**115**	**100**
Age	18 - 21 years	58	50.43
	22 - 25 years	45	39.13
	Above 25 years	12	10.44
Total		**115**	**100**
Marital Status Marital Status	Married	6	5.22
	Unmarried	109	94.78
Total		**115**	**100**
Nature of Residing Area	Rural	61	53.04
	Urban	54	46.96
Total		**115**	**100**
Educational Qualification	U.G	75	65.22
	P.G	29	25.22
	M.Phil	4	3.48
	Ph.D	5	4.35
	Others	2	1.73
Total		**115**	**100**
Monthly Family Income	Below Rs. 10,000	18	15.65
	Rs. 10001 - 15000	26	22.61
	Rs. 15001 - 20000	29	25.22
	Rs. 20001 - 25000	18	15.65
	Above Rs. 25000	24	20.87
Total		**115**	**100**

Source: Primary data

Table 1 depicts that out of 115 respondents 58.26 per cent (67) of the respondents are male, 50.43 per cent (58) of the respondents are having in the age group of 18-21 years, 94.78 per cent (109) of the respondents are unmarried, 53.04 per cent (61) of the respondents were lived in rural area, 65.22 per cent (75) of the respondents are in their educational qualification is under graduate students, 25.22 per cent (29) of the respondents monthly family income between Rs.15,001 to Rs.20,000.

LEVEL OF IMPACT OF ADVERTISEMENT

The impact of advertisement is an important one in buying behaviour here the table defines the level of impact of advertisement.

Table 2 Level of Impact of Advertisement

Level of Impact of Advertisement	No. of Respondents	Percentage
Highly influencing	60	52.17
Moderate influencing	44	38.26
Not influencing	11	9.57
Total	115	100

Source: Primary data

Table 2 expresses that 52.17 per cent of the respondents are highly influenced by impact of advertisement, 38.26 per cent of the respondents are having moderate influenced and 9.57 per cent of the respondents are not influenced.

It conveys that 52.17 per cent of the respondents are having highly influenced by impact of advertisement.

INFLUENCING REASON

Some advertisement factors are influencing the purchase decision. So, the researcher has collected the data about the Influencing reason.

Table.3. Influencing Reason

Influencing Reason	No. of Respondents	Percentage
Multimedia Presentation	30	26.07
Attractiveness	28	24.35
In formativeness	22	19.13
Brand Ambassadors	20	17.39
Others	15	13.04
Total	115	100

Source: Primary data

The above Table 3 shows that out of 115 respondents 26.07 per cent of the respondents are influenced by multimedia presentation, 24.35 per cent of the respondents are influenced by attractiveness, 19.13 per cent of the respondents are influenced by In formativeness, 17.39 per cent of the respondents are influenced by brand ambassadors and the remaining 13.04 per cent of the respondents were influenced by other reasons.

It is inferred that 26.07 per cent of the respondents are influenced by multimedia presentation.

SATISFACTION OF ADVERTISED PRODUCT AT ITS USAGE

Satisfaction is most important in every aspect. So, the researcher has collected the data about the satisfaction. Here the Table.4 defines that the satisfaction of users.

Table.4. Satisfied with Advertised Product at Time of Using

Satisfied with Advertised Product	No. of Respondents	Percentage
Yes	70	60.87
No	45	39.13
Total	115	100

Source: Primary data

Table 4 demonstrates that 60.87 per cent of the respondents are satisfied with the advertised product at the time of using, 39.13 per cent respondents are not satisfied with advertised product at the time of using.

It expounds that 60.87 per cent of the respondents are satisfied with the advertised product at the time of using.

INFLUENCE OF ADVERTISEMENTS OVER BUYING BEHAVIOUR

Advertisement has the power to influence the consumer buying behaviour. So, the researcher has collected the data about the advertisement influencing level.

Table.5. Influence of Advertisements over Buying Behavior

Influence of Advertisements over buying behavior	No. of Respondents	Percentage
High	33	28.70
Medium	67	58.26
Low	15	13.04
Total	115	100

Source: Primary data

Table 5 elucidates that 28.70 per cent of the respondents are told that advertisement has highly influenced on buying behaviour, 58.26 per cent of the respondents are told that advertisement has medium influenced on buying behaviour and the remaining 13.04 per cent of the respondents are told that advertisement has low influenced on buying behaviour.

It is expressed that 58.26 per cent of the respondents are having medium buying behaviour.

LEVEL OF SATISFACTION

Level of satisfaction will differ from person to person. The Table 6 elucidates that the ranking towards level of satisfaction of respondents by using weighted average method. The researcher has assigned the following ranking proposal.

➢ Agree (A)   - 5 Marks

➢ Strongly Agree (SA)   - 4 Marks

➢ No Opinion (NO)   - 3 Marks

➢ Disagree (DA)   - 2 Marks

➢ Strongly Disagree (SDA)   - 1 Mark

Table 6 Factors Influencing the Level of Satisfaction

Details	A	SA	NO	DA	SDA	Total	Mean Scores	Rank
Aware about product availability	74	17	12	10	2	496	4.31	I
Knowledge about brand loyalty	46	31	29	6	3	456	3.97	V
Aware about quality products	50	32	23	6	4	463	4.03	III
Easy to understand the product feature	59	26	15	13	2	472	4.10	II
Knowledge about price discrimination	45	39	21	6	4	460	4.00	IV
Knowledge about product	46	32	25	8	4	453	3.94	VI

offers or gifts								
Easy to compare with competitive product	46	29	28	8	4	450	3.91	VII
Aware about sales network	36	26	39	10	4	425	3.70	IX
Gaining more knowledge about the product	51	23	24	10	7	446	3.88	VIII

Source: Primary data

Table 6 highlights that the factors influencing the level of satisfaction of aware about product availability got first rank, easy to understand the product feature got second rank, aware abut quality products got third rank, knowledge about price discrimination got fourth rank, knowledge about brand loyalty got fifth rank, knowledge about product offers or gifts got sixth rank, easy to compare with competitive product got seventh rank, gaining more knowledge about the product got eighth rank and aware about sales network got ninth rank.

CHI-SQUARE TEST

Chi-square test is applied in Statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is measure to study the deviation of actual and expected frequencies.

Hypothesis I: There is no significant relationship between age of the respondents and the level of impact of advertisement.

Table 7 Level of Impact of Advertisement

Age (In years)	Level of Impact of Advertisement			Total
	Highly Influencing	Moderate Influencing	Not Influencing	
18 – 21	26	26	6	58
	22.61%	22.61%	5.22%	50.44%
22 – 25	23	16	6	45
	20%	13.91%	5.22%	39.13%
Above 25	9	3	0	12
	7.82%	2.61%	0	10.43%
Total	58	45	12	115
	50.43%	39.13%	10.44%	100%

Source: Computed Primary data

Table 8 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	4.66	4	9.49

Table 8 illustrates that the calculated value is (4.66) less than the table value (9.49). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between age of the respondents and level of impact of advertisement.

Hypothesis II: There is no significant relationship between age and satisfaction with advertised product at the time of using.

Table 9 Satisfaction with Advertised Product at the Time of Usage

Age	Satisfied with Advertised Product at the Time of Using		Total
18-21 Years	35	23	58
	30.43%	20%	50.43%
22-25 Years	27	18	45
	23.48%	15.65%	39.13%
Above 25 Years	8	4	12
	6.96%	3.48%	10.44%
Total	70	45	115
	60.87%	39.13%	100%

Source: Computed Primary data

Table 10 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	0.19	2	5.99

Table 10 elucidates that the calculated value is (0.19) less than the table value (5.99). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between age and satisfaction with advertised product at the time of using.

Hypothesis III: There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.

Table.11. Monthly Income and Satisfaction with Advertised Product

Monthly Income of a Family	Satisfied with Advertised Product		Total
	Yes	No	
Below 10000	14	4	18
	12.17%	3.48%	15.65%
10001 - 15000	14	12	26
	12.17%	10.44%	22.61%
15001 - 20000	18	11	29
	15.65%	9.57%	25.22%
20001 - 25000	8	10	18
	6.95%	8.70%	15.65%
Above 25000	17	7	24
	14.78%	6.09%	20.87%
Total	71	44	115
	61.74%	38.26%	100%

Source: Computed Primary data

Table 12 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	5.77	4	9.49

Table 12 expounds that the calculated value is (5.77) less than the table value (9.49). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between income and satisfaction with advertised product at the time of using.

Hypothesis IV: "There is no significant relationship between education level of the respondents and opinion about advertisement".

Table.13. Educational Level and Opinion about Advertisement

Educational Status	Level of Satisfaction			Total
	Disagree	No Opinion	Agree	
UG	16	49	10	75
	13.91%	42.61%	8.69%	65.21%
PG	3	19	7	29
	2.61%	16.52%	6.09%	25.22%
M.Phil	0	3	1	4
	0%	2.61%	0.87%	3.48%
Ph.D	2	1	2	5
	1.74%	0.87%	1.74%	4.35%
Others	0	2	0	2
	0%	1.74%	0%	1.74%
Total	21	74	20	115
	18.26%	64.35%	17.39%	100%

Source: Computed Primary data

Table 14 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	9.20	8	15.51

Table 14 depicts that the calculated value is (9.20) less than the table value (15.51). The null hypothesis is accepted. Hence, it is conveyed that there is no significant relationship between education level and opinion about advertisement.

Hypothesis V: "There is no significant relationship between education level of the respondents and influence of attracting factors in advertisement".

Table.15. Educational Level and Influence of Attracting Factors in Advertisement

Educational Status	Attractiveness			Total
	Disagree	No Opinion	Agree	
UG	19	40	16	75
	16.52%	34.78%	13.91%	65.21%
PG	2	19	6	27
	1.74%	16.52%	5.22%	23.48%
M.Phil	1	3	0	4
	0.87%	2.61%	0%	3.48%
Ph.D	0	3	2	5
	0%	2.61%	1.74	4.35%
Others	1	3	0	4
	0.87%	2.61%	0%	3.48%
Total	23	68	24	115
	20%	59.13%	20.87%	100%

Source: Computed Primary data

Table 16 Chi-square Test

	Calculated Value	df	Table Value
Chi-Square tests	8.23	8	15.51

Table 16 shows that the calculated value is (8.23) less than the table value (15.51). The null hypothesis is accepted. Hence, it is inferred that there is no significant relationship between education level of the respondents and influence of attracting factors in advertisement.

Hypothesis VI: There is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

Table.17. Gender of the Respondents and Influence of Attracting Factors in Advertisement

Gender	Level of Satisfaction			Total
	Disagree	**No Opinion**	**Agree**	
Male	11	39	17	67
	9.57%	33.91%	14.78%	58.26%
Female	12	30	6	48
	10.43%	26.09%	5.22%	41.74%
Total	23	69	23	115
	20%	60%	20%	100%

Source: Computed Primary data

Table 18 Chi-square Test

	Calculated Value	**df**	**Table Value**
Chi-Square tests	3.43	4	9.49

Table 18 expounds that the calculated value is (3.43) less than the table value (9.49). The null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between gender of the respondent and influence of attracting factors in advertisement.

11. SUGGESTIONS

Findings displays that there is no significant relationship between age and level of impact it indicates that impact of advertisements remains same at the different age level of the students. Hence, it is suggested that one good advertisement is enough to influence consumers in their age group.

➢ It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making.

➢ It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.

➢ More product information should be given in the website regarding the product. Since physical feel of the product is not available.

12. CONCLUSION

The present era witnesses the revolutionary change in the trend of marketing. Online marketing is the source which saves us time and cost and another reason is availability of variety of products. Since the product is not available for physical verifications only advertisements are a source to influence and it influences and attract the consumers. The role of advertisement is important in influencing the buying behaviour of the

consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers.

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