



A STUDY ON INFLUENCE OF ADVERTISING AND ITS EFFECTS ON BUSINESS TO CONSUMER MARKETING

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ABSTRACT:

In a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. This study intends to explore the importance of various media advertisements on consumer behavior (CB) stages such as awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR). The present research paper focuses on the impact of advertising on consumers' buying behavior. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by the image of the product which is built by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer.

Keywords:

Media advertisements, media vehicles, advertisement effectiveness, consumer behavior stages Consumer Marketing.

INTRODUCTION:

Marketers invest in various media platforms to influence consumer behaviour (CB). Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of

advertisements on different media platforms and its implications on CB need to be established. This article focuses on the effects of television (TV), radio, newspapers, magazines and Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behavior of consumers. The online survey method was utilized for the study. Data were collected from 529 respondents comprising students in India. Statistical tools such as Cronbach alpha, exploratory factor analysis (EFA) and Kruskal–Wallis (K–W) test were used to analyze the

collected data. The results indicate that newspapers advertisements affect all five stages of CB. The impact of TV and the Internet for creating AWR, INT and CON among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing PUR and PPUR behavior of consumers. Advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media.

OBJECTIVES OF THE STUDY:

- ✓ To identify and recognize the role of advertisement in Business.
- ✓ To study the factors and strategies of effective Advertisement.
- ✓ To find out there exist factors and strategies increasing sales promotion

RESEARCH METHODOLOGY:

The data collected for the study is primary data. The method used in primary data is the questionnaire. The secondary data collected for the study is through the journals and internet it has been extracted for my field survey

REVIEW OF LITERATURE:

- ✓ **Paul S. Goldner (2006)** Out of the total cost of a product, 34 per cent is attributed to advertising expenses. This is important because through advertisements, marketers aim to achieve high top of the mind recall (Singh, 2012). Hence, advertisements are a critical part of the marketing strategy, especially in business-to-consumer contexts.
- ✓ **Kotler, Keller, Koshy, and Jha (2009)** stated that the consumer passes through different stages before making a final PUR. This was explained with the help of different models like attention, INT, desire & action (AIDA), attention, INT, desire, CON & action (AIDCA), hierarchy of effects model, innovation adoption model and information processing model.

- ✓ **Ehrenberg (1992)** posited that an advertisement first creates AWR and INT resulting in product PUR. The research conducted by **Rai (2013)** established the effects of advertisements on attitude formation and CB.
- ✓ **Howard and Sheth (1969)** Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered a major and important element for the economic growth of the marketers and different companies in competition (**Ryans, 1996**).
- ✓ **Usher, & Barak, 2020; Huang (2019)** Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages.
- ✓ **Leiss et al., 1986** Furthermore, the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect. some key indicators have been selected for the study of impact of advertising on consumer buyingbehavior.

TOOLS FOR INTERPRETATION:

The showing statistical tools were applied to analyze the data collected through questionnaire:

- ✓ Percentage Analysis
- ✓ Chi-Square Analysis

PERCENTAGE ANALYSIS:

PURCHASE PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Self	13	26
Family Members	16	32
Friends	10	20
Others	11	22
Total	50	100

Interpretation: The above table indicates 32% of respondents said they purchase products forfamily members.

CHI - SQUARE ANALYSIS:

Chi - Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.161a	2	.046
Likelihood Ratio	6.650	2	.036
Linear-by-Linear Association	1.503	1	.220
N of Valid Cases	150		
a. 1 cells (16.7%) havw expected count less than 5. The minimum expected count is 4.25			

Interpretation: It is noted that most of the respondents said attributes of the product highlighted in the advertisement.

FINDINGS:

- ◆ 38% majority of the respondents belongs to 21-30 years of age.
- ◆ 32% majority of the respondents belong to undergraduates.
- ◆ 60% majority of the respondents belongs to male category.
- ◆ 38% majority of the respondents said they are living in semi-urban area.
- ◆ **52% of the respondents said advertisements won't help in making decisions.**
- ◆ 30% majority of the respondents said Attributes of the Product Highlighted in the advertisements.
- ◆ 32% of respondents said they purchase products for family members.

SUGGESTIONS:

- ✓ Television advertising is perhaps the most prominent and effective way to deliver a marketing message to a mass audience.
- ✓ Print advertising can run the scale from display ads in newspaper and magazines to billboards, catalogs, leaflets, pamphlets and brochures. Print advertisements can be a highly effective way to reach a target audience.
- ✓ The rapid rise of the Internet over the past fifteen years has had a huge influence on the field of advertising, both in terms of the opportunities that it offers, and the challenges it presents. In terms of opportunity, the Internet has provided marketers with easy, inexpensive access to customers and potential customers from all over the world. Reaching these customers is also incredibly easy and cost-effective.

CONCLUSION:

Media planning is the design of a strategy that shows how investments in advertising time and space will contribute to the achievement of the marketing objectives. The challenge in media planning is defining how best allocate the fixed advertising budget for a particular planning period among ad media. Media planning covers coordinating three levels of strategy: marketing, advertising, and media strategy. Marketing strategy gives the incentive and direction for the choice of both advertising and media strategies. Nowadays, Marketing strategies are very important to any business environment. Marketing strategies can help an organization to analyze its customers, launch new products, increase sales, and build customer loyalty. Any crucial strategy must be used by the organization to achieve sustainable competitive advantage. Also, successful strategies lead to the organization or company to be a leader in the marketplace.

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