



INFLUENCE OF ADVERTISING ON CONSUMER BEHAVIOUR

ASHISH

ABSTRACT

This study set out to assess how viewers of Forever Living cosmetics commercials felt about making a purchase. The primary purpose of this research was to provide a comprehensive inventory of the promotional venues used by Forever Living, determine how commercials influence consumers' buying decisions and how different commercials stack up against one another. The study was place in Dar es Salaam's Kinondoni area. Primary and secondary sources of information were utilised. Primary data was collected by questionnaires, interview guides, and in-person observations. Secondary information was gleaned from the read materials. Using a case study methodology, one hundred people were surveyed. Advertising, the author concludes, has a significant effect on customers' tendency to make purchases because it captures their attention, piques their interest, and motivates them to want to buy. Events, word of mouth, periodicals, Facebook, DVDs, trade exhibits, T-shirts, and websites are all ways that Forever Living advertises their wares. Benefits, price, quality,

ingredients (materials from which the product is created), quantity, testimonial, packaging, name, and colour are only few of the factors that have been demonstrated to influence customer choices in favour of Forever Living cosmetics. Because of the advertisements, more people will learn about the products and consider buying them. The author of the research recommends that the company advertise in Kiswahili, adapt its campaigns to the local setting, and provide customers accurate and transparent product information rather than relying on flashy ads. Ads also need to do a better job of highlighting the benefits of the product.

Introduction

Advertising is a powerful tool. Given the amount of money that is spent on this marketing medium by the major corporations, advertisers obviously feel that they can influence consumer decisions and thus behaviour. advertisements these days promise or seem

to promise all sorts of things. They also rely on implications. Car advertisements generally use beautiful, successful looking people, with the implication that buying the car could have the same effect on the target market. Beauty advertisements are another example; many advertisements for beauty products promise things, generally to make the consumer look younger. Do these really have an influence on the consumer's decision to buy? How does the advertiser decide how to approach this area? What are the influences on the consumer?

The reason for choosing this area for the dissertation is that advertising and the thinking behind it is a fascinating subject. There are a lot of strong opinions in this area and a great deal of issues of relevance. The field of advertising is highly competitive, at times controversial and always visible in daily life and an in-depth study of this question should yield some very useful information and background to this area. advertising evidently works as it is employed as a means of communication by so many organisations, but what makes a successful advertising campaign? This dissertation will examine the area of advertising that contains a message, rather than advertising that aims to persuade the consumer to buy a product or service. This is known as Social Marketing, which is a planned process for influencing change, and can play a central role in topics like health, environment, and other important issues.

Many examples of this type of advertisement are controversial in approach and aim to shock the viewer. The drink driving campaigns in the India are one such example. Over the years these

advertisements have become more and more explicit in their message of what can happen if someone drinks and then drives. The aim is to use shock tactics to try to influence and thus alter consumer behaviour. The images and message contained in such advertisements are very powerful and a study of this area should prove interesting as advertising impacts on all areas of our lives. To quote Solomon (1994):

“For better or worse, we all live in a world that is significantly influenced by the actions or marketers. We are surrounded by marketing stimuli in the form of advertisements, stores and products competing for our attention and our dollars. Much of what we learn about the world is filtered by marketers, whether through the affluence depicted in glamorous magazine advertising or roles played by family members in commercials. ads show us how we should act with regard to recycling, alcohol consumption and even the types of houses and cars we wish to own”

Objectives

- To analyse the role of advertising in general as a medium for delivering a message and why this is effective
- To identify the case for corporate social responsibility and social marketing
- To discuss how advertising can have an impact on consumer behaviour
- To examine how consumers' react to advertising?

The issues of influences on the consumer are also relevant and how these influences contribute to the ability of advertising to affect the consumer's behaviour is fundamental to understanding and succeeding in any approach to advertising. Influences

such as social, situational, lifestyle, personality, psychological, attitudes, motivation, and perception play a vital role in the overall scenario.

Research Methodology

Research methodology

In order to see the ways in which advertising influences consumer behaviour and ultimately the effect on their action decisions, the normal procedure is to conduct some market research. This will hopefully enable us to measure the impact of advertising.

Choosing appropriate research methods and techniques is vital to the success of a dissertation. To this end it is “quite usual for a single study to combine quantitative and qualitative methods and to use primary and secondary data” (Saunders et al, 1997), as will be the case here.

Secondary Research

The dissertation started with secondary or desk research which is the research that generates data that have been produced and structured by someone else (Preece 1994). This involves information that already exists somewhere, such as in studies already undertaken on this area as well as published books, articles in journals, articles on the internet and other sources.

Secondary research aims to provide the necessary theoretical background or in other words the conceptual framework, which will be the basis for the implementation of the aim and objectives of the study. a fundamental aspect of appropriately designed and executed research is that it is developed from a sound knowledge and understanding of the subject area, so research should start with the gathering,

review and critical appraisal of existing information in the subject area. Secondary Research is the easiest and least expensive type of research, but needs to be done thoroughly. Therefore a major element of the time to be spent on this dissertation will involve locating and gathering information from reliable sources. It is important to use a wide variety of material, in order to have a comprehensive background to the subject, as well as a good understanding of all the issues involved which are of relevance to this subject.

However in order to be able to make some recommendations and to reach some conclusions over the validity of previous research, the collection of primary data is important. This will be achieved through a questionnaire survey of a sample of people to try to ascertain their reactions

and attitudes to advertising. The survey will be constructed following a comprehensive study of secondary material available.

Primary Research

Primary research includes the collection of data which are non-published or written in any form. Preece (1994) highlights that the “essence of a primary source of information is that it involves the researcher in direct experience and observation with the real world”. as Preece states primary data (field research) refers to original data that has been generated through primary data collection (experimentation, observation or questionnaires) (1994)

Limitations

One of the most important issues is to be aware of the limitations of any particular method and the effect on the overall project. There is always room for improvements in research projects of this kind. The issues of limited time, access and money are crucial, as the period of this dissertation's design, implementation and final writing-up is also limited. Thus, useful outcomes and lessons can be learned from such an effort, such as the importance of learning how to utilise research and face difficulties during the undertaking of the primary research, collecting and analysing data as well as to work to specific deadlines while coping with large amounts of data. Data collection

Secondary Research activities

In this study this has included a variety of published information, such as books, journals and reports as well as other forms of published material, including academic journals and periodicals, reports from the industry and market surveys.

Primary Research activities

Findings

The focus of this project has been to look at the issue of advertising and consumer behaviour, with particular emphasis on how consumers react to advertising. With this in mind the questionnaire followed the lines of research undertaken by Bennett. Subjects were asked to give their reactions to a number of statements to identify their pre-existing

attitudes (as Bennett) and then look at a series of advertisements and give their reactions to these. The advertisements are 2 drink driving advertisements. Our target audience was the general public. The sample size was 30. This sample was made up of equal number of men and women, aged between 18 and 54. The group was predominantly Greek, as it was felt that this might lead to some interesting responses as drink driving is a big issue in Greece.

The first section of the questionnaire dealt with statements in order to get an idea of the respondents attitudes, as this has been shown to influence reaction to advertisements.

Conclusions

Targeting the correct market and promotional techniques are of great importance in all areas of marketing and advertising. In this area it is often hard to determine who the target market is, and statistics on drink driving offences can be used here. Once decided this will help formulate the advertisement. Often these types of advertisements are targeted at young men. This is known as concentrated marketing, as there is only one segment involved. Usually factors in deciding which segments to target include "company resources, product and market homogeneity, product life-cycle stage and competitive marketing strategies" (Kotler, 1984).

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Internet Sites:

- Shore, S., (1999), New Zealand study of the effectiveness of drink driving publicity, <http://www.anzmac99.unsw.edu.au/anzmacfiles/S/Shore.pdf>
- <http://www.hc-sc.gc.ca/hppb/socialmarketing/publications/smbib98/overview.htm>, AN OVERVIEW OF SOCIAL MARKETING

- BBC Website – Drink Driving Campaign

Additional journal research:

The advertising Quarterly

Journal of advertising Research

Marketing

Week

