IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR.

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ABSTRACT

The present research paper is focusing on impact of advertising on consumer's buying behaviours. Non personal communication through mass media that is paid for by an identified sponsor. The primary data of study is collected through questionnaires and secondary data was collected through internet , journals and business magazines . This survey study was conducted December 2018 . a sample of 100 respondents was taken , company named harmony advertising agency was the mentor for this research . the study explores that a creative and well executed advertising has always a great impact on buying trends or buying behavior of the consumer . likewise celebrity endorsement also have strong impact on consumer buying behavior.Thereforethe study concludes that the positive impact of all these factor.

INTRODUCTION

Any form of non personal communication through mass media that is paid for by an identified sponsor. Advertisement is one of the major tools seller use to stimulate consumer demand for goods and services. In order to know*the impact of advertisement on consumer buying behavior*, it is necessary to know what advertising itself is and its goal and purpose. Advertisement is and paid form of non personal pre sensation and promotion of ideas, goods and service by an identified sponsor. Advertisement is a process it is a programmed or series of activities necessary to prepare the message and get it to the intended market. Advertisement is carried out through magazines, newspaper, radio and television and outdoor displays(posters), direct mail, directories etc. whatever form of advertising takes the basic principals is to deliver the right audience at the right message to merit the right audience at the right time and the lowest possible cost, and to achieve positive results. *Today advertising is constructed to make a favorable impact on the behavior of consumer to patronize organization offerings.*

Literature review

1.Rigby, 2011

The researcher had conducted research on **impact of advertising on consumer buying behavior**. However Rigby argue that the environment of advertising is changing through digital retailing. People tend to use the internet more and purchase online. Digital retailing seems to be convenient and therefore it can almost jeopardize the future of retail shops. Companies however can try to attract customers directly through coupons and discounts whereas advertising is used mainly to attract the mass mark.

2.Proctor and Stone, 1982

The researcher had conducted research on **impact of advertising on consumer buying behavior**. Advertisement is always effective for consumer attitude and changed their perception about products. Consumer behavior is the attitude of customers regarding any product. Companies should analyze the behavior because this is the main source of their success. The main purpose of consumer behavior analyze different factor affecting on consumers behavior in terms of social, economic and psychological perspective that determine the factor of marketing mix selected by management. In the marketing progression consumer behavior is an imperative variable that will not just explain the tangible characteristics of product or service but also create an image with respect psychological and social composition of individual behavior. Consumer behavior investigation is used to analyze various communiqué methods as well as for the development of manufactured goods.

1.Rix, 2007

The researcher had conducted research on **impact of advertising on consumer buying behavior**. Advertising is considered to be non personal tool to inform the mass group of people about a product or service. There are different kind of media types such as newspaper, television, radio, magazines, direct mail, outdoor advertising, directories and the internet. Newspaper, radio, and magazines are seemed to have the high impact on

consumer. The use of internet and social media is growing all the time; thereby it is seen as then fastest developing premium. The advertising effectiveness can be measure directly by observing sales volumes during campaigns or directly by conducting surveys.

.1.Arens, 1996

The researcher had conducted research on **impact of advertising on consumer buying behavior**. According advertising it is a social, marketing, economic process as well as communication information or process and persuasion method. Advertiser's major concern is to attract potential consumer and encourage their buying behavior and enhance awareness. They spend surplus money to sustain individual's concentration in their products. Their primary goal is collect sufficient data about customers for assembling profiles to find out same group people for communication. So, these profiles are helpful for the study of consumer behavior physical, mental and emotional attitude towards different products used to gratify their wants and needs.

1.Goldsmith & Lafferty, 2002

The researcher had conducted research on **impact of advertising on consumer buying behavior**. Advertising is to create understanding liking and selection of product or service. The most influencing theory in marketing and advertising research is attitude-towards-the-ad However the attitude that is formed towards the ad help in influence consumer's attitude towards the brand until their purchase intent. The major aim of advertising is to create positive attitude towards the ad and the brand until consumer purchase that product and through thus positive attitude create emotional response in the mind of consumer. When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it.

1.Tamizhjyothi, 2013

The researcher had conducted research on **impact of advertising on consumer buying behavior**. Attitudes are formed through experience and learning and that attitude influence the buying behavior. The positioning of the brand is dependent on the success and failure of

the company. Middle aged people have positive attitude towards the cosmetics and beauty products because they want to look young and also they are settled in their life so they have spending to spend on these luxuries.

1.Rai, 2013

The researcher had conducted research on **impact of advertising on consumer buying behavior**. According to Rai, 2013 there are several national and international brands which people recognized and have strong perception in their mind. These perceptions are pinched in their mind because of their culture, life style and surroundings. Also advertisement have very important role in shaping the consumer behavior. Advertisement is the source of motivation which forces them to buy particular products. Advertisement is also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition.

Research objective

Primary data

- ✓ To study the impact of advertisement through electronic media and print media on consumer behavior.

Secondary data

- ✓ To identify the impact of advertisement on consumer awareness.

RESEARCH DESIGN

Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on the test or the number of times a person chooses to use a certain feature of a multimedia program. Descriptive research involves gathering data describe events and then

organizes, tabulates, depicts and describes the data collection. It often uses visual aids such as graph and charts to aid the reader in understanding the data distribution.

SOURCE OF DATA COLLECTION

Primary data

- ✓ Primary data is the first hand data collected for the immediate purpose of the study by mean of observation survey and experiments.
- ✓ Primary data were collected with the help of structured questionnaire filled by the people of Surat city.

Secondary data

- ✓ The secondary data are used which was collected through journal, website.

Questionnaire method

The questionnaire is a set of question given to sample of people. The purpose is gather information about the people's attitude, thought, behaviors and so on. The researcher compiles the answer of the people in the sample in order to know how the group as a whole thinks or behave.

SAMPLING DECISION

Sample size- The sampling size for this research is 100 respondents.

Sampling method – Non probability Sampling method and Convenience Sampling Method.

Sampling units – This sampling unit for this research was people of Surat city.

Tools and Techniques for Analysis:

SPSS is used to for analysis and interpretation of data.

ANALYSIS

which type of chocolate flavor would you prefer

Which_types_of_chocolate_flavor_would_you_prefer_in_chocolat

	Frequency	Percent	Valid Percent	Cumulative Percent
Milk chocolate	41	41.0	41.0	41.0
Valid Dark chocolate	59	59.0	59.0	100.0
Total	100	100.0	100.0	

which_types_of_chocolate_flavor_would_you_prefer_in_chocolate
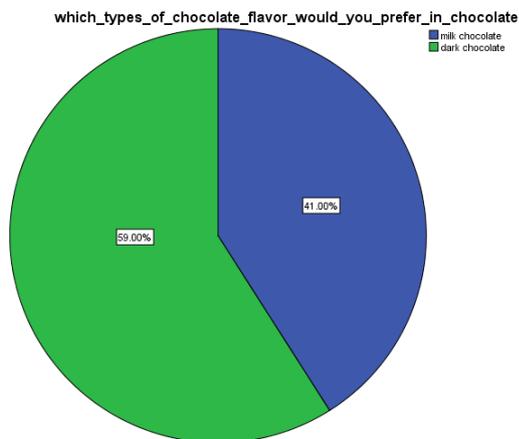
Interpretation:

From the above chart it shows that 41% respondents are preferring milk chocolate and 59% respondents are prefer dark chocolate.

Gender * B_dark_chocolate_which_would_you_prefer_in_schmitten

 Cross tabulation

Count

		B_dark_chocolate_which_would_you_prefer_in_schmitten				Total
		Intense dark chocolate	Dark chocolate with rich roasted almonds	Dark chocolate with sprinkled with raisins	Dark chocolate with almonds and a twisty of orange	
Gender	Male	5	10	16	3	34
	Female	6	5	10	3	24
Total		11	15	26	6	58
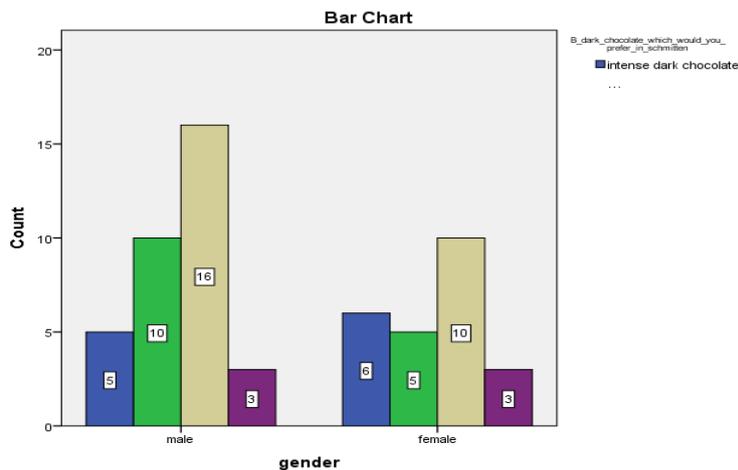
Interpretation:

From the above chart shows that 5% male and 6% female are prefer intense dark chocolate. 10% male and 5% female prefer dark chocolate with rich roasted almonds. 16% male and 10% female are prefer dark chocolate with sprinkled with raisins and 3% male and female both are prefer dark chocolate with almonds and a twisty of orange.

A milk chocolate which would you prefer in schmitten

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Creamy milk chocolate	9	9.0	21.4	21.4
	Milk chocolate with Crunchy rice crispiest	24	24.0	57.1	78.6
	Milk chocolate with roasted nuts and raisins	9	9.0	21.4	100.0
	Total	42	42.0	100.0	
Missing	System	58	58.0		
Total		100	100.0		
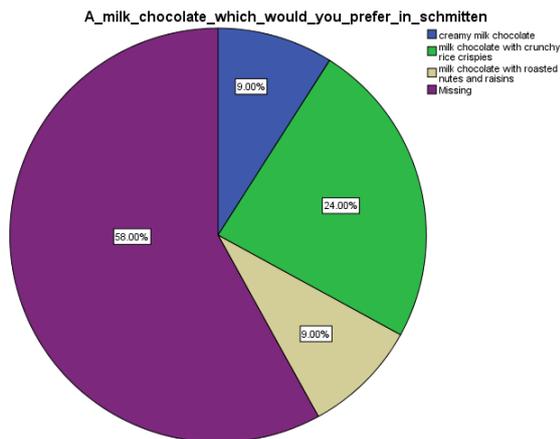
Interpretation;

From the above chart it shows that 21.4 % respondents are prefer in creamy milk chocolate. 57.1% respondents are prefer milk chocolate with crunchy rice crispiest. 21.4% respondents are preferred in milk chocolate with roasted nuts and raising.

Gender * A_milk_chocolate_which_would_you_prefer_in_schmitten Cross tabulation

Count

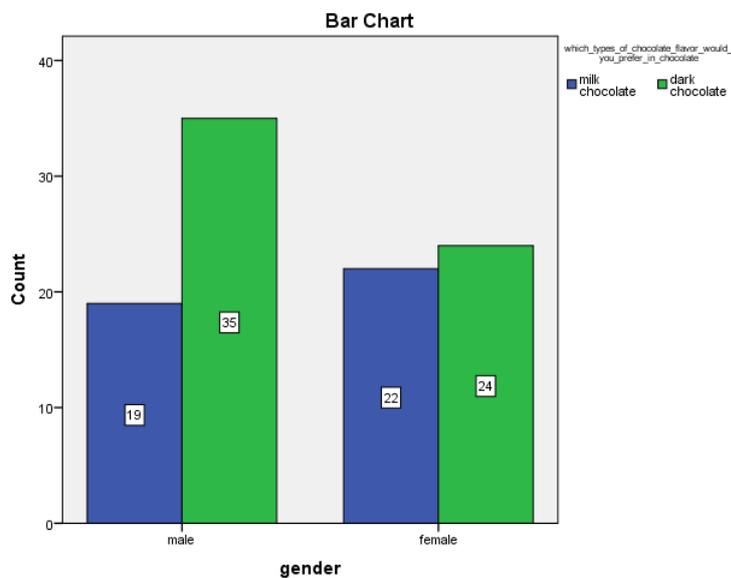|		A_milk_chocolate_which_would_you_prefer_in_schmitten			Total
		Creamy milk chocolate	Milk chocolate with crunchy rice crispiest	Milk chocolate with roasted nuts and raisins	
Gender	Male	4	12	3	19
	Female	5	12	6	23
Total		9	24	9	42
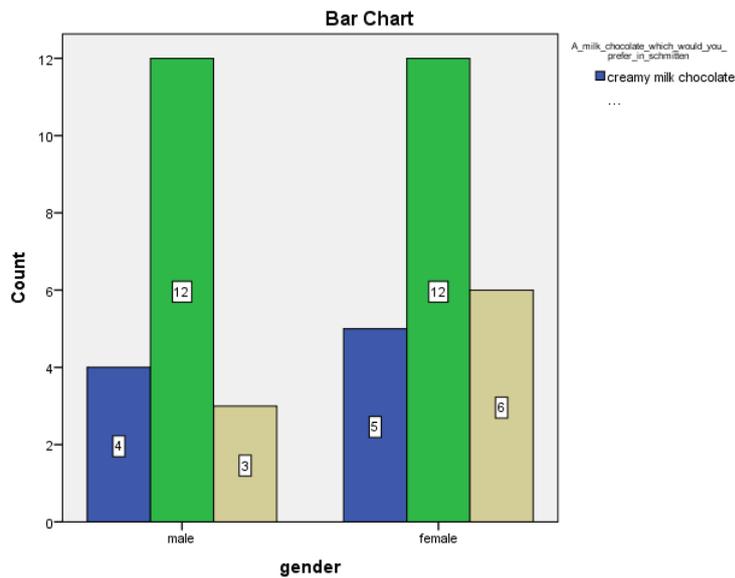
Interpretation:

From the above chart shows that 4% male and 5% female are like creamy milk chocolate.12% male and female both are like milk chocolate with crunchy rice crispies. 3% male and 6% female are like milk chocolate with roasted nuts and raisins.

Gender * Which_types_of_chocolate_flavor_would_you_prefer_in_chocolate Cross tabulation

Count

|		Which_types_of_chocolate_flavor_would_you_prefer_in_chocolate		Total
		Milk chocolate	Dark chocolate	
Gender	Male	19	35	54
	Female	22	24	46
Total		41	59	100

Bar Chart

Interpretation:

From the above chart shows that 19% male and 22% female are prefer milk chocolate. When 35% male and 24% female are prefer dark chocolate. So mostly male are prefer dark chocolate.

B_dark_chocolate_which_would_you_prefer_in_schmitten

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intense dark chocolate	11	11.0	19.0	19.0
	Dark chocolate with rich roasted almonds	15	15.0	25.9	44.8
	Dark chocolate with sprinkled with raisins	26	26.0	44.8	89.7
	Dark chocolate with almonds and a twisty of orange	6	6.0	10.3	100.0
	Total	58	58.0	100.0	
Missing	System	42	42.0		
Total		100	100.0		
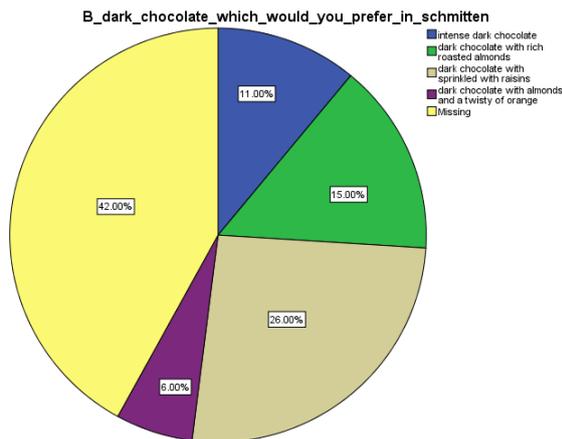
Interpretation:

From the above chart and frequency distribution shows that 19% respondents are prefer intense dark chocolate. 25.9% respondents are prefer in dark chocolate with rich roasted almonds. 44.8% respondents are prefer in dark chocolate with sprinkled with raisins. 10.3% respondents are prefer dark chocolate with almonds and a twisty of orange.

What_according_best_feature_in_schmitten_advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Emotional appeal	1	1.0	1.5	1.5
	Jingles	40	40.0	59.7	61.2
	Storyline	6	6.0	9.0	70.1
	Celebrity Appearance	20	20.0	29.9	100.0
	Total	67	67.0	100.0	
Missing	System	33	33.0		
Total		100	100.0		
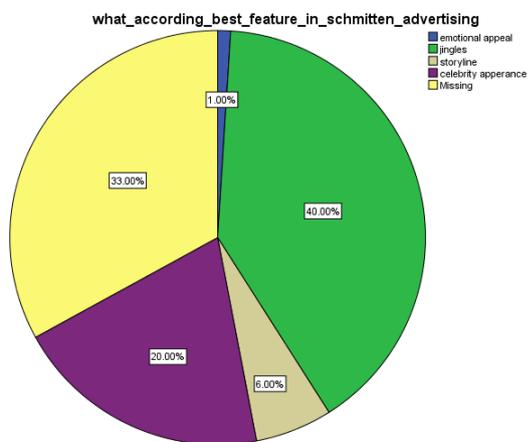
Interpretation:

From the above chart shows that 1.5% respondents are emotional appeal show in advertisement. 59% respondents is jingles listen in advertisement. 9% respondents are storyline show in advertisement. 29.9% respondents are showing celebrity appearance in advertisement.
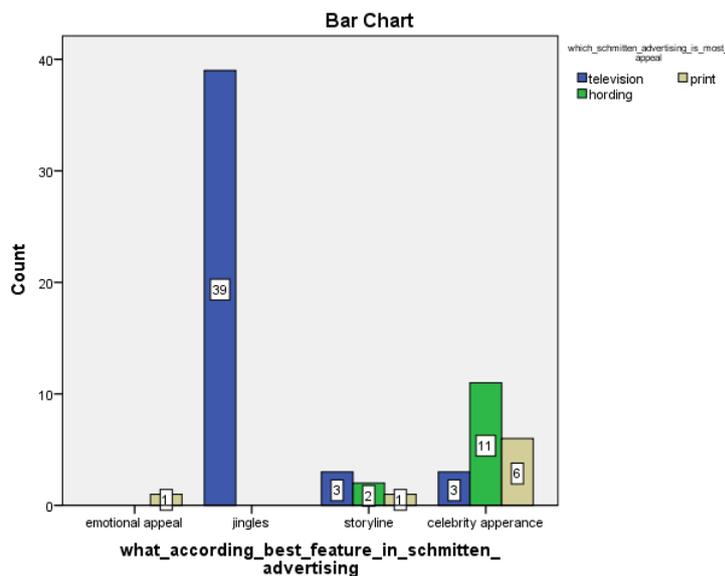
What_according_best_feature_in_schmitten_advertising *

Which_schmitten_advertising_is_most_appeal Cross tabulation

Count

|		Which_schmitten_advertising_is_most_appeal			Total
		Television	Hording	Print	
What_according_best_feature_in_schmitten_advertising	Emotional appeal	0	0	1	1
	Jingles	39	0	0	39
	Storyline	3	2	1	6
	Celebrity Appearance	3	11	6	20
Total		45	13	8	66

Interpretation:

From the above chart shows that 45% of population is most appealing television. 13% population is most appealing hording and only 8% of population is appealing print advertising. 39% of the population is like jingle and 20% of the population is like celebrity appearance.

Which_schmitten_advertising_is_most_appeal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	45	45.0	68.2	68.2
	Hording	13	13.0	19.7	87.9
	Print	8	8.0	12.1	100.0
	Total	66	66.0	100.0	
Missing	System	34	34.0		
Total		100	100.0		
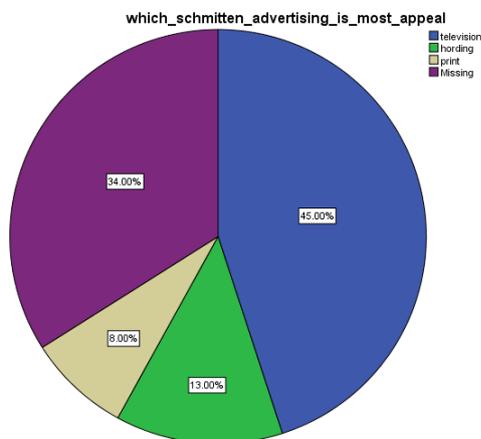
Interpretation:

In this chart shows that 68.2% respondents are showing advertising in television. 19.7% respondents are showing advertising on hording. 12.1% respondents are showing advertising on print.

CONCLUSION

This particular research was conducted to find out the impact of advertisements on the buying behavior of the schmitten advertisement. Research was conducted under the premises of the Surat city and 100 respondents were targeted who watching schmitten

advertisement on best feature of any schmitten advertising. Results tell that advertisements are useful coating the awareness among the consumer. Their ads contain enough information to attract the consumers as well as create the awareness in the mind of the consumer. Advertisement also has positive impact on consumer buying behavior.

After these results and findings we can summarizes this research that if people will be well aware about the brand and they have good brand perception, loyalty and association then automatically brand image will be more and stronger in their minds and that brand will become the part of their buying behavior. Advertisement is a big marketing weapon to attract your customers and to stay in customer's mind.

In addition this study can be more accurate in future. Sample size can be increased. As this study was financial constrained which is only limited to people belong to Surat city, other cities will also studies in near future.

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