
THE PERFORMANCE OF ADVERTISING IN CONSUMER DECISION MAKING

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Abstract

Advertising is the paid promotion that uses strategy and messaging about the benefits of a product or service to influence a target audience's attitudes and/or behaviors. Although many consumers find them annoying, advertisements play a prominent role in shaping opinions about everything from products to politics. Advertising plays the same role in your media diet that vegetables play in your regular diet; most of us would prefer to skip that course and go straight to dessert. But, just like veggies, advertising plays an important role in sustaining a body; in this case, a diverse body of content. Advertising heavily supports many institutions, including news media outlets, the television industry, and search engine companies, and social media websites of America. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise. The present study focuses on identifying the influence of advertisements on the consumer behavior with special reference to consumer Product & service.

Keywords: Advertising, Consumers, Behavior, Media, Brand, Product, Service.

INTRODUCTION

An Advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind. This study purports to consider the application of the AIDA theory. For the purpose, it proceeds to analyze the impact of advertisements in influencing the consumer's attitude to purchase the durable products like Television and Refrigerator, etc. Today, most of the advertisements come with 'celebrity endorsements' which

Act as a credible means of spending money. This could be for the reason of their social standing. People want to wear the “right” clothes, drink the “right” beverages and use the “right” fragrances and buy “right” durables. Studying the attitude of consumers, it can be stated that if a consumer observes messages for two different firm’s products, one product’s message containing a better advertisement and the other not, believes the better advertisement’s product will definitely have more features and so be of higher value.

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people’s memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases. The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects. When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy.

Literature Review

The common measures of advertising effectiveness include ad recall, ad recognition, brand awareness, clicks or click through rate, attitude towards the ad and the brand, and purchase consideration.. The effectiveness of these three measures was assessed by their ability to predict purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience We might define Advertising communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Technology advancement had not given us new products and services, but they had changed the meaning of many words. With increase in mass

media, advertising effectiveness, as more traditional mass media, had reduced. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. All these things are moving toward the interactive marketing. As a promotional strategy, advertising provides a major tool in creating product awareness and condition the mind of a potential consumer to take final purchase decision. As advertiser's primary mission is to reach potential customers and influence their awareness, attitudes and buying behavior.

Problem Statement:

As companies are spending large amount of investment on the advertisement because they want to keep their product at the top of the customer's mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion that what kind of ingredients should be there and how do these advertisements will help to change the consumer Decision Making.

Objectives of the Study:

1. To identify the impact of advertisement on consumer awareness.
2. To identify the role of advertisement on building consumer perception.
3. To evaluate the role of advertisements in the common man's life.
4. To study factors affecting the consumer buying process with respect to advertisements.

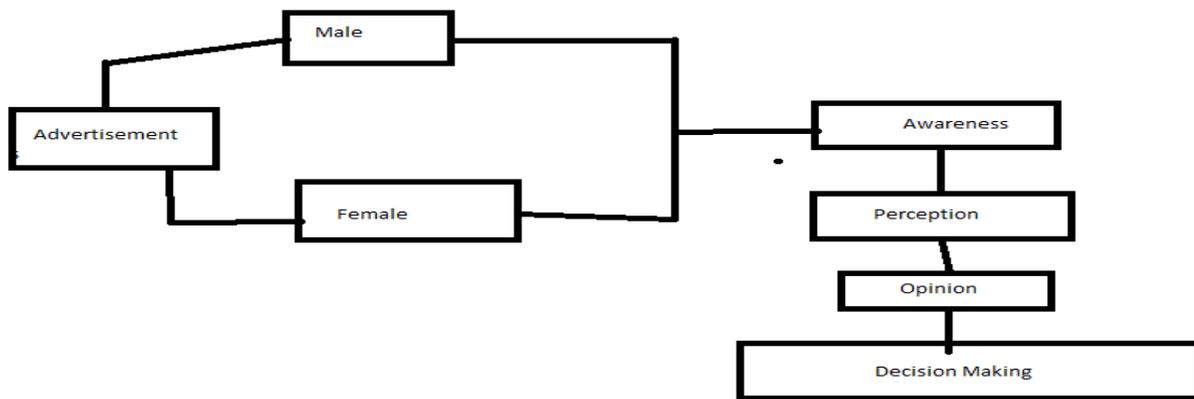
Scope of Study:

The Inferences from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of Consumers on Advertisements. The study will help the readers to understand the consumer behavior while purchasing the products so that they can devise appropriate strategy to advertise their product in a best possible way.

Research Methodology

Research design: The study is based on both primary data and secondary data. The primary data was collected through structured questionnaire for which samples of 30 respondents were selected for this study. The collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also been collected from database sites and articles. The collected data were analyzed with the suitable tools like Chi – Square tools with the following assumptions were made on the onset of the project.

Research Model: Research model proposed is as under:



The research design clear examines the relationship between the advertisements in between male and female and the effect of those advertisements on their purchase decision making. The advertisements directly have effect on the consumer; they invoke the pleasure of buying the product irrespective of the cost. The most important task is promoting any new product is to create awareness – perception – that the product exists. The second important task is to provide enough information – learning – about the product for the prospective customer to make an informed decision. Finally, the marketer wants to be persuasive enough to stimulate the customer’s desire – motivation – to satisfy his or her needs or wants by purchasing and repurchasing the product.

Area of the study: The respondents are randomly selected for this study.

Research approach:

Customer Survey and questionnaires method Survey method is used for collecting data from consumers of various goods at retail outlets. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look.

Sampling Technique:

A convenient sample (non – probability sampling method) of 50 consumers was shared up for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis.

Sample Size The Size of the sample taken in this study is 50.

Period of Study: The study was done during December 2018 to January 2019 timeline

Research Questions

- To critically analyze what are the role of advertising within the organization and as part of the marketing?
- What are the influences of advertising that influence the buying behaviours of the consumers?
- What are the function of advertisement aside from meeting the trust and loyalty of the consumers?

Data Usage: For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, cross table analysis method.

Research Instrument: The data is collected by well developed, structured five point Likert Scale is considered. All of the questionnaires were distributed among the respondents in the defined areas. The data is collected in a period of 5 days and the responses were fed into the Statistical Package for Social Science (SPSS) version 20.0 of IBM for analysis and evaluation.

The questionnaire has been classified into two parts such as part I and part II. Part I explains the awareness about the advertisements and the part two describes the recent trend purchase the customers had done with the help of the advertisements they have seen. Here the Likert scale has been considered which consists of 5 point scale where 5 as strongly disagree and 1 as strongly agrees.

For the analysis of the responses, under the five point Likert Scale, it is defined as

- Strongly agree (1 point)
- Agree (2 point)
- No opinion (3 point)
- Disagree (4 point)
- Strongly disagree (5 point)

Tools:

Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire

SEX	Male	Female					
	22	28					
AGE	18-20	21-30	31-45	46-55	>55		
	7	12	11	10	10		
Preferred mode of receiving Advertisement	Print	TV	Radio	Mobile	Internet	All	
	12	20	1	6	6	2	
Types of ads	Funny	Creative	Unique	Informative	Meaningful	Short & Crisp	Off beat
	8	9	5	3	10	2	1
	Inoffensive	Emotional	Crazy	Simple	Genuine	Straight Forward	
	1	2	3	3	2	1	

Interpretation:

From the above table, we infer that 22% of the total respondents are male and 28% are female. On further classification according to age group, we find that of all the respondents 7% are 18-20 years old, 12% are of the age group 21-30, 11% of the age group 31-45, 10% are of the age group 46-55 and 10% are above 55 years. From the responses collected PRINT (12%), TV

(20%) are the major media that are carrying the Advertisements to the consumers. Most of the respondents feel that advertisements are Funny (8%), Creative (9%) and Meaningful (10%).

Findings

- Ads will be able to change the opinion of the customers about the product.
- Customers are likely to watch more of the ads which affect their opinion.
- Advertisement will easily convince the customer for the product
- Advertisements are the strong means of communication media to convey the intended message to the target group of customers
- The ads should neither be long nor be too short.
- They should be appealing and engaging the customers to involve in the advertisement.

PARAMETER	SA	A	NO	DA	SDA
Are you interested in watching good ads?	42	41	22	3	2
Do You watch new Ads only?	44	47	12	6	1
Do you think some Ads are extremely annoying?	43	33	29	2	3
Do you Like offbeat ads?	38	31	34	4	3
Do you think Ads are Creative but sensible?	30	25	16	22	17
Do Ads have some message?	40	38	32	0	0
Are Advertisement believable?	33	20	15	25	17
Is the Ad's message relevant?	36	44	30	0	0
There are Benefits from the ads?	44	20	29	14	3
Do Ads have some effect on you?	36	44	30	0	0
Are Ads Visually appealing and engaging?	38	45	27	0	0
Is the Duration of the Ad Ok?	17	20	21	25	27
Is the Ad able to Convey the intended message?	20	24	24	23	19
Did you felt convinced about the Ad and bought the product?	44	39	27	0	0
Are you comfortable to watch such ads in future?	18	29	42	12	9
Did the Ad change your opinion and prejudices on a Product or Service?	43	38	29	0	0

Conclusion

This view of the role of additional information in consumer purchase decision has implications for advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact, since the buyer is spared the time and effort needed to seek out this information himself and is less likely to turn to competing brand advertisements to obtain the additional information. In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands

The size of the risk buyers perceive depends on the importance of the particular purchase and on the quantity of relevant information about the product category and the competing brands. A purchase decision can be considered as an optimization process through which buyers seek the product or the brand that will yield the greatest satisfaction. The choice process can be

considered as the search for the most satisfying trade-off among brands that possess desirable attributes at different levels.

In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands.

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