

THE ROLE OF ADVERTISEMENTS IN CREATING AN IMPACT ON CONSUMER BUYING BEHAVIORS

Ms.G.SARANYA

Assistant Professor, School of Commerce, Rathnavel Subramaniam College of Arts & Science(Autonomous), Suler, Coimbatore-641402, Tamil Nadu.

Ms.N.NALINI

Assistant Professor, School of Commerce, AVP College of Arts & Science, Tiruppur.

Abstract

Nowadays everyone is influenced by way of advertising and we do no longer even realize how it affects us. This paper characterizes the role of advertising in a powerful manner which presents preferred traits of advertising, its venture and describes the idea of the Advertising of goods properly as the way to evaluate the effectiveness of marketing campaigns. The objective of this paperwork concentrates on the impact of advertising for a product life cycle and find out the proper approaches, techniques of marketing and how to practice them at each level of the product life cycle. Moreover, a few real lifestyles examples are given in an effort to clarify the ideas using Cronbach Alpha from Reliability Analysis.

Keywords: Reliability analysis, Advertising, Buying behavior, Consumer

1. Introduction

Advertising plays a crucial function in our normal life. It mainly determines the method and way of life and it has an impact on our thinking as well as on the mind set which is closer to ourselves and the arena around us.[1] The essential features of an advertisement are commercialism, public presentation, high expressiveness and unilateralism forms of behavior in a certain situation. It determines what is good and what is bad. We purchase what human beings say or "advise". I selected this topic because it is very applicable today and it's miles thrilling through its complexity and mental essence. Everyone, even with out understanding it, are influenced through advertising. We do not notice how it affects us. We have emerged as slaves of scientific and technical progress, and marketing makes use of that skillfully. The stress of advertisement is growing each day. A big quantity of money is spent on advertising and marketing campaigns bringing to the companies multi-billion profits. Moreover, it's creates a "product of the primary necessity" for any enterprise, aimed at a business success, and it's emphasis on becoming increasingly more expensive.

2. Types of advertising

- a. Brand advertising(**Leisure**) – it's also visible and textual advertising. Such advertising is seen mainly to acquire a better level of consumer reputation of precise brands [2]

- b. Commerce and retail advertising and marketing - advertising and marketing of this kind specializes in the specific production corporation or product sales: it may be a service company or a shop. The main assignment of the trade, retail advertising and marketing is to encourage the influx of potential consumers by using informing them about the region and the principle terms of the provision of positive items or services. [4]
- c. **(Commercialism)** - certainly one of the most outstanding and the maximum influential sorts of advertising and marketing. A fantastic image of the flesh image is formed.
- d. Advertising with a feedback **,(Buying behavior)**—Here it mainly shares exchange of information with capacity customers. Most common manner is a direct mail to specific recipients. [3]
- e. Corporate advertising - such advertising almost does not highlight advertising facts and but serves for the preparation of the general public
- f. Business marketing - professionally-orientated advertising, supposed for distribution among companies formed by way of their belonging to a particular occupation. Such marketing is spreading mainly through specialised publications.
- g. Social or **(Public Speaking)**- in contrast to business marketing, it's mainly to the audience, united specially via people social status [11]

3. Main parameters of Advertising

- a. **Leisure-** It is Advertising Capability to enhance the first-class lives of people with mental and physical attraction as well as at-chance youth, adults, and families talk to the capability about the product.[8] Making the attractiveness through the activity as general public calls for that people, heads of households, and youths are aware of and buy the products which benefits them.
- b. **Buying behavior-**Marketers need to understand the buying behavior of consumers while designing their advertisements for the desired impact. Advertisements play an essential role in creating an image of a product in the minds of consumers.[9] Advertisements must be catchy and communicate relevant information to consumers.[7]
- c. **Public Speaking-** The advertising and marketing enterprise isn't any stranger to public speaking /oral verbal exchange as a large part of their job involves pitching thoughts to clients. So we've gone ahead and compiled the exceptional insights from the enterprise to help you nail those conversation skills! Some businesses make the error of anticipating the massive finale to impress their customers during an marketing

pitch[11]. However, this can result in the patron losing interest by the point they get to the cease of the presentation. Make sure that you make the first impression matter when imparting your own thoughts. Ensure that your audience knows precisely what you aim to give from the presentation.

- d. **Commercialism**- An interesting idea and why advertising appears to be targeting youngsters at ever-more youthful ages. In particular, it suggests how children represent 3 markets a primary market, a marketplace of influencers, and a destiny marketplace and it discusses the implications of being a threefold market for kid's socialization as consumers. How do brand loyalty develop in early childhood? How does children's improvement influence their customer behavior? Following this, marketing is effective amongst these young consumers. To what quantity does the commercial surroundings that surrounds teenagers have an effect on them? It contextualizes these questions by using highlighting what the adolescents market looks like today, noting state-of-the-art virtual developments and discussing efforts to counter the ability negative outcomes of advertising.[10]

4. Methodology

This research required a structured and precise plan to identify the connection between extraordinary variables and check hypotheses. For this reason, this studies were performed following the formal studies design. The information collection approach was done in the manner as private meeting with the respondents who are consumers of any product or have been exposed to any kind of advertisement. The evaluation ballot changed into planned and conveyed to goal respondent arbitrarily. All collectively for the research to deliver an affordable result, the statistics are made from a huge variety of populations. Hence, the survey turned into performed amongst 600 purchasers. This work was focused on finding out the impact of advertising on purchaser shopping for behavior.

This paper also clarifies the structure of a connection amongst the unbiased and dependent variables. Therefore, this take a look at can be taken into consideration as causal or Explanatory research. Explanatory research indicates a connection between elements and additionally the path of the connection. The sampling approach that was utilized in this research is 'random sampling method'. Students, professionals and aged humans were taken into consideration for the survey. The age restrict was minimum 18 years. A closed survey comprising of 21 items were offered to the respondents and asked to offer their opinion. In a few cases, for better know-how of the respondents the questions had been translated to the native language. Any queries and problems in know-how the questionnaire have been resolved by way of the interviewees immediately. For this study a complete of 720 clients had been approached. Among them, 600 surveys have been used for the analysis. The response rate was amazing but changed into approximately 87.74%. The final fifty six questionnaire were eliminated because of some mistakes such as, being filled in incorrectly or have been left incomplete.

5. Data Analysis

a. Descriptive Statistics

The analysis for this look at is primarily based on 600 respondents. Among them, 62.5 % had been male respondents and 37.5% female respondents. In phrases of gender, the various respondents who participated within the survey, 250 have been at the age variety of 18 to 30 years; 175 respondents had been at the age range of 31 to 45 years; 120 respondents of 46-65 and 55 respondents are above 66-80 years.

b. Reliability Analysis

In this research, the evaluation became done the use of statistical software program SPSS, model 22. To check the reliability of factors, internal consistency coefficients (Cronbach's Alpha) were assessed. reliability coefficient of 0.7 is acceptable, greater than 0.8 is good .

Table 1: Reliability Analysis Item Cronbach's Alpha

1	Buying behavior	0.797
2	Leisure	0.725
3	Public presentation	0.712
4	Commercialism	0.765

The reliability ratings in this studies had been: buying behavior (0.797) Leisure (0.725), public presentation (0.712), commercialism (0.765) It indicates all (Table 1). Thus a good impact on buying behavior is seen from reliability analysis of 0.797.

Conclusion

Advertisements should be based on variety and reality. There should be more emphasis on quality rather than glamour and price. Thus Buying Behavior has more impact on advertisements. The advertisers should have to keep this thing in mind that an advertisement conveys direct information about the product rather than to show the fashion and style of the model therefore it should always have to present bare facts about the product rather glamour and exaggeration. At the same time, the advertisers should also have to tell the price of product for the sake of consumer's convenience. Furthermore, excess of advertisements in the prime time makes them ineffective and consumers do not remain interested in the information about the particular product. Only primetime is not best for all advertisements as well during the drama scenes the advertisement should not be telecasted because sometimes it creates rage and hate in the viewers mind and heart for that particular product, which is advertised. The quality of advertisements should be attractive and simple because it keeps great impression on the consumers mind.

References

- [1] Ajzen, I., & Fishbein, M. (1980). "Understanding attitudes and predicting social Behavior". Toronto, Ontario: Prentice-Hall.
- [2] Barbara J. P (1997) In defense of Advertising: A social perspective. Journal of Business Ethics. Vol. 16 Issue: 2 pp 109-118.
- [3] Batra, R. Affective advertising: role, processes, and measurement. In R.A. Peterson, W.D. Hoyer and W.R. Wilson (eds) The Role of Affect in Consumer Behavior. Lexington, MA: Lexington Books, (1986): 53-86.
- [4] Kotler, P., and Armstrong, G. (2008). "Principles of marketing" 12th ed., Pearson Prentice hall, 396-398.
- [5] Kotwal N, Gupta, N & Devi, A (2008), Impact of TV advertisements on buying pattern of adolescent girls, Journal of Social sciences, vol. 16 no. 1
- [6] Leiss, W.S. Kline & S. Jhally., (1986) Social Communication in Advertising: Persons, Products and images of Well-being. Methuen Publications, New York, NY.
- [7] MacKenzie, S.B. and Lutz, R.J. (1989) "An Empirical Examination of the Structural Antecedents of Attitudes toward the Ad in an Advertising Pretesting Context". Journal of Marketing, 53,2: 48-65.
- [8] Marchand, R. (1985) Advertising and the American Dream: Making way for Modernity, 1920-1940. University of California Press, CA.
- [9] McEwen, W.J. & Leavitt, C. (1976) "A way to describe TV commercials". Journal of Advertising Research, 16, 6 :35-90.
- [10] Mehta, A. (2000). "Advertising attitudes and advertising effectiveness". Journal of Advertising Research, 40: 6772. Nath. (2008)
- [11] Stone, G., Besser, D. and Lewis, L.(2000) "Recall, liking and creativity in TV commercials: a new approach". Journal of Advertising Research. , 40(2000): 7-18.
- [12] Verbeke, W (1992) Advertising, product quality and complex evolving marketing Systems. Journal of Consumer Policy. Vol.15 Issue:2 pp 143-158