

# Impact of Advertising on Consumer Buying Process

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## Abstract:

The present research paper is focusing on the impact of the Advertising on consumer's buying process, Advertising, product, services; campaigns are the key factors, which raise the consumer's intentions towards the product and buying behaviours. The buying process is strongly influenced by need of the product which is build by the advertiser. The Study explores that a creative and well executed advertisement has always a great impact on buying trends or purchasing behaviours of the consumers.

**Keywords:** Advertising, products, services, campaigns are the key factors

## Introduction

Advertising used properly is a major tool in the hands of marketing managers which helps enable them to sell products, services and ideas. The idea is to sell products to the consumers. This has been proved by the fact that companies are investing a lot of time and resources into developing ad campaigns for their products. Advertising has gone through many phases. The first era was production-oriented. Here mass production was seen as a means to selling products by pumping in huge volumes into the market place. As a result demand exceeded supply; hence there was no need to advertise products .They sold them.

However with the passing of time and due to rising competition, surplus goods were available. As a result of this companies were required to sell their products using a sales oriented mechanism. This typically

involved pitching in their products, highlighting their USP's, so as to convince customers to buy their products rather than their competitors. As a result products became de linked to the volumes in which they were being produce.

To better approach the problem of selling companies tried many techniques. These techniques combined with the support activities of marketing can be called as advertising. Advertising has been considered important since the time when trade started, then was the time for advertising by mouth, now we have different media platforms for the same purpose. But still the traditional word of mouth holds the best appeal in respect advertising Platforms . In its initial phases advertising was limited in both time and space. Broadcast commercials are generally 10 to 60 seconds in length. Print ads are generally no larger than two pages, and often much smaller. Advertising therefore needed to do its job in an effective manner. Its primary tasks were to capture the consumer's attention, identify itself as being aimed at meeting the needs of that consumer, identifying the product, and delivering the selling.

## 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 buying behaviour..

### OBJECTIVES OF THE STUDY

Specific objectives of study include: To understand the context of effective advertising and its influence on consumer buying behaviour. To find out how consumers are affecting by emotional and environmental responses represented in advertisements.

### Research Questions:

How does advertisement create awareness in consumers? Do advertisements build perceptions in the mind of consumers? Does consumer awareness and perception affect their buying behaviour?

### Research Objectives:

To identify the impact of advertisement on consumer awareness To identify the role of advertisement on building consumer perception To study the impact of consumer awareness and perception on buying behaviour.

### Significance of study

This particular research focuses on the impact of advertisement on the user's behaviour. It explores the factors which are affected by the advertisement and ultimately influence the buying behaviour of the consumers. The study will help the readers to understand the consumer behaviour while purchasing the cosmetic products so that they can devise appropriate strategy to advertise their product in a best possible way.

Scope of the study: The conclusions drawn from the study base 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 and its impacts on changing the buying behaviours of consumers.

### Limitations of the study:

During the study time was the major constraint faced by the researcher, due short time period researcher cover the behaviours of the people at a particular time. The other limitation in this research was of limited area as this research comprises only in the premises so it does not represent the whole population. The third limitation was resources prohibited to take the large sample size and the forth limitation was brands chosen for this research were limited.

### Literature Review

In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better. Firstly marketers must know that customers make rational decisions so they can get the best product available in the market. Secondly customers also make irrational decisions and they are very impulsive and can be attracted towards the promotional activities. In the same way emotional association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seeks the products which can solve their problem.

### Advertisement influencing:

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to

arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems International Journal of Management Sciences and Business Research, Oct-2015 ISSN (2226-8235) Vol-4, Issue 10 <http://www.ijmsbr.com> Page 127 which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements . 2017 argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviours of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people . People are highly affected by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products. Researchers have found that media advertisement are most popular advertisements and people like television ads, so it is a suitable medium to advertise products like cosmetics and FMCG. A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products . With the modern era there has been seen a remarkable boom in technology, with this technology advertisers now considering the number of mass media channels and means of communications

which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits to them. So it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information.

### Consumer attitude and behaviours

As mentioned earlier, consumer buying pattern is directly evolved from the consumer behaviour and its attitude. Many things combine to build up the behaviour of any individual. The first thing which influences the consumer behaviour and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers (Soma, 2017). According to Ray, 2017, there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behaviour. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are 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 (Ray 2017). Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviours. Studies found that emotional attachments put a huge influence on the customers and their buying behaviour as people tend to associate themselves with the brand. Advertisements shape the



behaviours of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers (Etisha,2017)

### Impact of Advertisement

Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Manish, 2017). International Journal of Management Sciences and Business Research, Oct-2015 ISSN (2226-8235) Vol-4, Issue 10 <http://www.ijmsbr.com> Page 128 Through advertisements customer behaviour shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly (Simian 2017).

2.9 .Techniques used in advertisements several types of techniques are used in the advertisements and promotion of the cosmetics. Some of them are explained;

#### Aspiration advertisement:

This type of advertisement is most successful in young age people. This kind of advertisement involves the slogans and tag lines which inspire them. For example “most beautiful me” and “true perfection has to be imperfect”. Aspiration advertisements are mainly based on three pillars that are perfection, sex appeal and status (OAKLEY, 2016).

#### Celebrity Endorsement:

This kind of advertisement is very important and successful in all age group especially young people. Using the celebrity may enhance the trust of the people to buy product but it is not evident that this kind of advertisement also provides brand loyalty.

#### 2.9.3. Social responsibility advertisements:

Like dove many cosmetics brand are associated with the benefits of the society. According to survey women wearing cosmetic feel confident because these brands advertise them as providing the confident in the society (Salina, 2017). Along with these kinds of advertisement strategies, brands have various slogans which influence the buying behaviour of the customers all over the world. Brands use these slogans cross culturally. In the world numbers of slogans are used in English and French languages to enhance the brand validity, brand appeals, brand positives and brand philosophies.

### 3.3. Data Collection and Analysis:

#### 3.3.1. Research Approach

: In this particular research quantitative approach has been used and the data was the primary one gathered from the users of cosmetics products in lucknow.

3.3.2. Research Instrument A questionnaire was developed to gather the data from the respondents. Linker's scale was used in the questionnaire. A survey was conducted in various places of city to gather the primary data from the users of cosmetic industry. The data gathered from the authentic source and it was clearly defined to them that this response will only be using in research purpose.

3.3.3. Sample Size: A size of 200 respondents was taken under consideration. Sample will be taken in the premises of Lucknow city in dependability

of the variables. Advertising Consumer Awareness Consumer Perception Consumer Buying Behaviour International Journal of Management Sciences and Business Research, Oct-2015 ISSN (2226-8235) . Data Analysis and Discussion Buying is a complex process which involves series of decisions.

#### Statistical Tools and Analysis:

The data gathered from the respondents were put in the SPSS to analyze the various factors and octant questions such as what to buy, where to buy, when to buy and how to buy. These series of decisions drive from the consumer awareness and consumer perceptions. Buyers aware of the product through one source or multiple sources have more information regarding the brand and the product. In our research we consider the advertisement as a basic source of creating awareness in the mind of customers. The main reason behind the creating awareness in the mind of the customers is the content and information used in the particular advertisement. In the same way content of the advertisements also build the perceptions of the customers who are watching these advertisements. The results of our research depict that advertisements are the main source of creating awareness as well as shaping the perceptions of the customers. Consumer awareness and consumer perceptions are considered as the two main drivers that lead towards the buying decisions.

#### CONCLUSION AND DISCUSSIONS

It has been observed by reviewing the findings that effective advertising is the major source to generate sensations in consumers which motivate them to buy advertising mobile phone products. Analysis revealed that the emotional responses created feelings of pleasure, arousal and dominance after watching television ads. In reliability analysis all the items have highest internal consistency

which means that the responses are authentic for this research. In regression and correlation coefficient all the items have positive values that predicted critical relationship between advertisements and consumer buying behaviour. Results about pleasure showed that people feel happy, hopeful, pleased, satisfied as well as relaxed. Therefore, Findings about arousal showed consumer's excitement, stimulation and get frenzied. Furthermore, environmental responses conveyed in ads build sensory modulation and consumer's thinking match with advertisement message. So, they thought that add is appealing, entertaining and attract their attention. It is concluded from outcomes, that consumers felt good about the instantaneous display of information shown in ads through images and texts. Customers are satisfied with that information rate because ads exactly told them what they are expecting. All these results facilitated the acceptance of above mentioned hypothesis. At last, it is concluded that both the emotional as well as environmental responses in advertisements have great influence on consumer buying behaviour and majority of people buy mobile phone sets after watching television ads. But emotional responses have greater impact than environmental because people want to buy those things that satisfy them and to which they are emotionally attached. Recently, cell phone Price and age also related to some extent and it is revealed that adults want to purchase costly mobile phone as compare to parents and old age group. Accordingly, consumers consider that ads regarding Nokia and Samsung are more attractive, so results revealed that people prefer to buy them as compared to other cell phone. Now a day's china mobiles are also getting familiarity due to features and cost effective qualities. Q mobile is emerging brand of India but consumers do not prefer to buy it as compared to other mobile phone brands.