



# INFLUENCE OF ADVERTISING ON CUSTOMER'S BUYING BEHAVIOUR

Sahil Mulla, Shubham More , Pratik Nikam, Prashant Disale, Dr.Babasaheb Mohite

Zeal Institute of Business Administration, Computer Application & Research, Narhe, Pune

## Abstract:

Advertising is considered an essential tool for businesses to influence the purchasing decisions of consumers. The study reviews the literature on the topic and presents various theories and models that explain how advertising affects customer behaviour.

The study uses a quantitative research method and collects data through a survey of 200 respondents. The study finds that advertising has a significant influence on customer behaviour, particularly in creating brand awareness, shaping attitudes and perceptions, and triggering the purchasing decision. The study also finds that various factors, such as demographic variables and product attributes, moderate the impact of advertising on customer behaviour.

**Keywords:** *Advertisement, Influence, Media, Customer, Product, Services, Customer behaviour.*

## Introduction:

Today advertisement is key in convincing customers to buy products and services. But, the cost of advertisement vs other company activities can be quite significant. Nowadays, each company is striving to become the market leader by exploring different methods to attract customers from a wide array of target markets. To reach the apex of success, organizations must continually strive to maximize their market share. In today's cutthroat business world, it is essential to market your products in such a way that they capture the attention of customers. Advertising is a powerful management tool that allows companies to keep up with the ever-evolving technological and marketing changes. By creating strategies that are tailored to the needs of the consumers, businesses are in a better position to succeed in this challenging environment. In their marketing process, businesses select the best-targeted advertising, by making use of science, expertise, and experience regarding proper and suitable methods, to cause consumer tendency for online purchases. Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 21st Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly

limited to television, radio, billboards, and newspapers. In modern times, businesses are leaning towards Digital Advertising. Companies are so focused on social media and mobile advertisements that they may take over Television advertisements very soon.

Discover the power of advertising with above-the-line and below-the-line strategies. Above-the-line advertising, as defined by Kotler and Keller (2006), includes placing ads on television, radio, newspapers, and other mediums via an advertising agency. Below-the-line advertising, on the other hand, focuses on direct mail, sponsorships, merchandising, public relations, trade shows, and personal selling. Amplify your reach by utilizing these two powerful advertising methods. The major aim of advertising is to impact buying behaviour; however, this impact on the brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to the brand name in the consumer's mind. These brands continuously influence consideration, evaluation, and finally purchases. Consumer buying behaviour has always been given so much importance and space in the literature study of the impact of advertising regarding its effectiveness. Most of the time consumers' buying behaviour depends on liking or disliking of the consumer towards the advertisement of the product advertised.

A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite. Unlock the secrets of consumer behaviour to increase your conversions. Discover what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation, and how they dispose of it. Leverage this knowledge to your advantage and see your conversions skyrocket. In other words, consumer behaviour is the behaviour of individuals regarding acquiring, using, and disposing of products, services, ideas, or experiences in this paper, I have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of affecting consumer behaviour and which of these variables carries a less significant impact.

#### Problem Statement:

In view of the above and taking into consideration necessity of subject researcher has selected the research topic entitled "INFLUENCE OF ADVERTISING ON CUSTOMER'S BUYING BEHAVIOUR" for in-depth study.

#### Objectives of the study

- To study the impact of advertisements on buying behaviour.
- To determine how advertisement influence consumer behaviour.
- To offer suggestions based on the study
- To explore the impact of personality used in advertisements on consumer behaviour.

## Scope of the Study

- **Geographical Scope** - The geographical scope of the present study covers the Narhe region.
- **Topical Scope** - The topical scope of the present study is restricted to studying the customer's behaviour towards the advertisement.
- **Analytical Scope** - The study's analytical scope focuses on the study's objectives, and on the techniques followed such as classification of data, presentation of data, and comparison.
- **Functional Scope** - The functional scope is confined to offering a set of meaningful suggestions about the influence of advertising on customer behaviour toward buying the product.

## Validity of the Study

The comprehensive study yielded valuable insights for companies to leverage for effective advertising. These included understanding the impact advertisements have on consumer buying behaviour, various media of advertisements available to promote products, and techniques for influencing consumer buying decisions. With this knowledge, businesses can improve their advertising strategies to increase conversions.

## Research Methodology Adopted

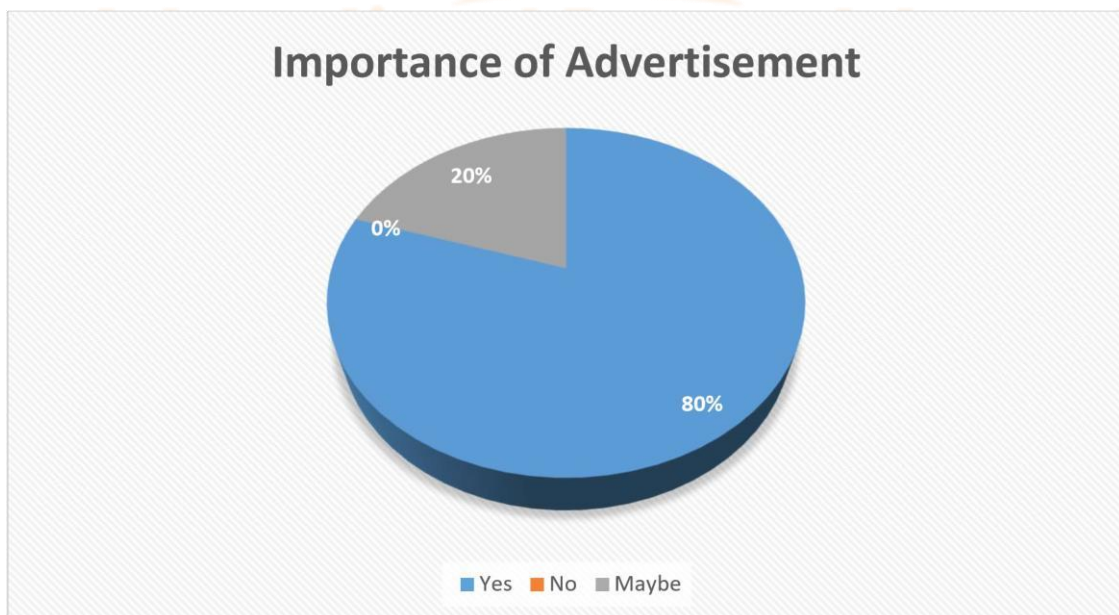
- Sampling technique:** Purposive Random Quota Sampling.
- Population:** customers nearby Narhe Region.
- Sampling Units:** Different Age groups.
- Size of sample:** 25 respondents.
- Parameter of interest:** Determining the influence of advertising on customer buying behaviour
- Data collection source:**
  - a) **Primary Data** -The primary data is collected by preparing a questionnaire. A wellframed questionnaire is used for the collection of data.
  - b) **Secondary Data** –Secondary data relevant to the study is gathered from published sources such as standard textbooks, magazines, and the internet.
  - c) **Data Analysis** -The data so collected through varied sources are analysed systematically through percentages and graphical presentation.

## Data Analysis and Interpretations:

Table 1:

Importance of Advertisement:

OPTIONS	NO. OF RESPONDANTS	PERCENTAGE(%)
Yes	20	80
No	0	0
Maybe	5	20
Total	25	100
Reference (Questionnaire)		



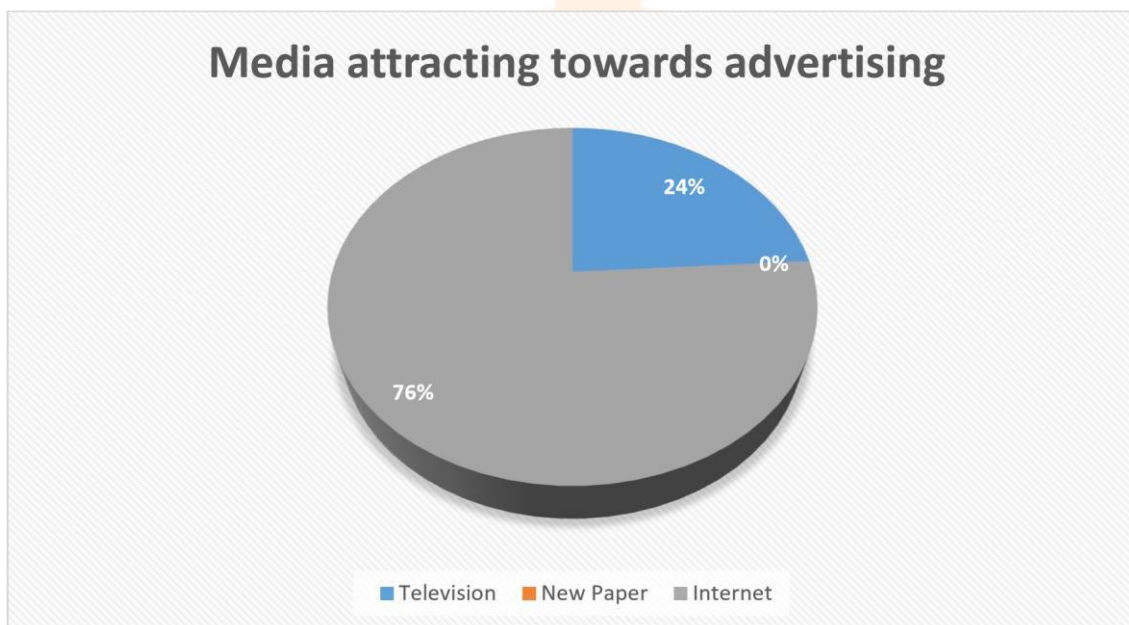
**Interpretation:**

From the above table and chart it is observed that 80% of customer think that the advertisement of any product is important and only 20% of the customer are not sure about the importance of the advertisement in our life. None of the customer (i.e. 0%) says that the advertisement is not important in our daily life of customer.

Table 2:

## Media attracting towards advertising

OPTIONS	NO. OF RESPONDANTS	PERCENTAGE(%)
Television	6	24
New Paper	0	0
Internet	19	76
Total	25	100
Reference (Questionnaire)		



## Interpretation:

From the above table and chart, we can understand that 19 (i.e.76%) customers have selected Internet, 6 (i.e.24%) customers have selected Television and 0 customers (i.e. 0%) have selected Newspaper as the media that attracts them towards the advertisement.

As everyone use mobile the % of the advertisement watch on internet is maximum

Table 3:

Shopping Preferences

OPTIONS	NO. OF RESPONDANTS	PERCENTAGE(%)
During sale	7	28
When need	11	44
Normal day	7	28
Total	25	100
Reference (Questionnaire)		



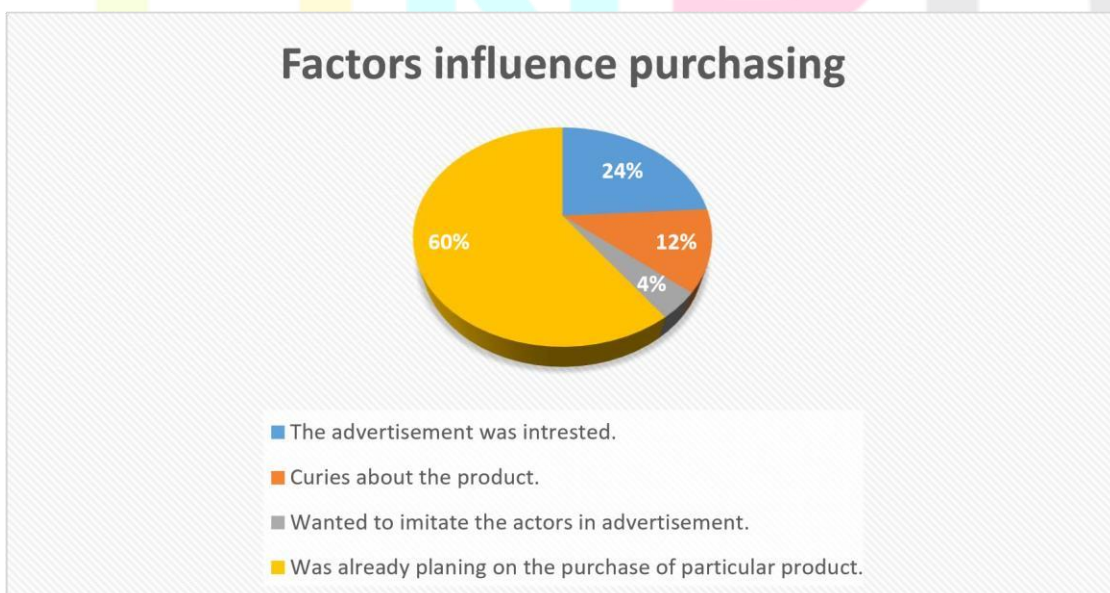
**Interpretation:**

From the above table and chart, we can say that maximum customers (i.e. 44%) goes for shopping when they need. 28% of customers goes for shopping during sale and only 28%% does shopping on normal days.

Table 4:

**Factors influence purchasing**

OPTIONS	NO. OF RESPONDANTS	PERCENTAGE(%)
The advertisement was interesting.	6	24
Curies about the product.	3	12
Wanted to imitate the actors in advertisement.	1	4
Was already planning on the purchase of particular product.	15	60
Total	25	100
Reference (Questionnaire)		

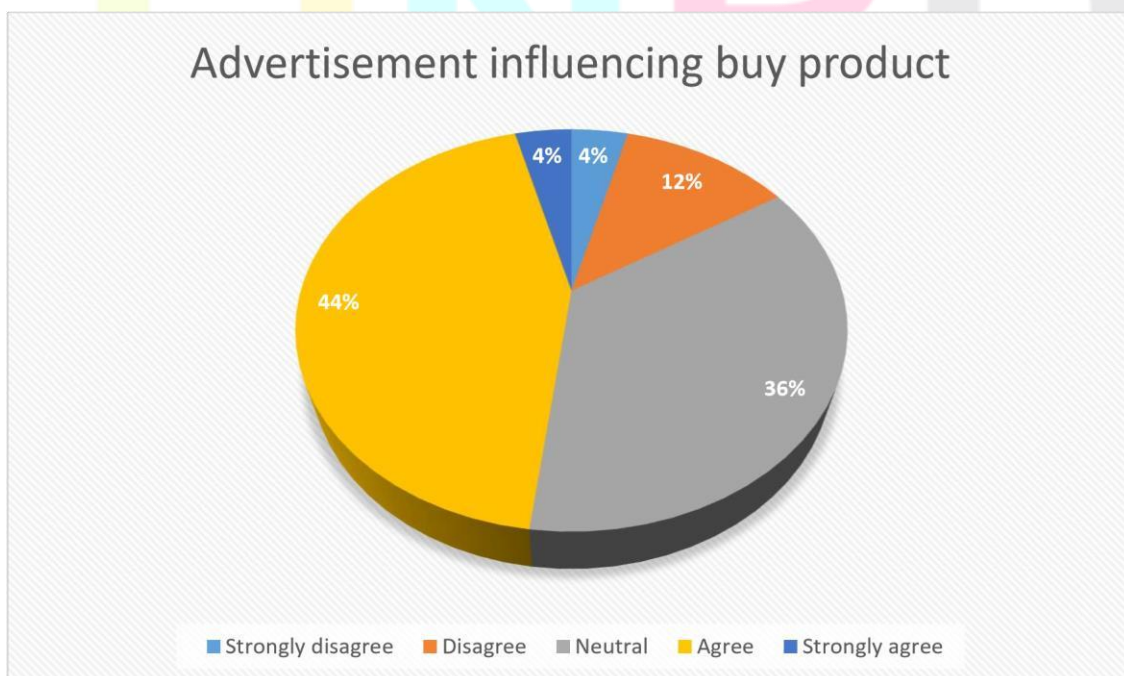


**Interpretation:**

From the above table and chart, we can understand that 60% customers were already planning to buy the product before they watch the advertisement of the product. 12% customers were curious about the product, 24% customer says that if the advertisement is interesting then they buy the product and only 4 % customer buy the product to imitate the actor in the advertisement.

**Table 5: Advertisement influencing buy product**

OPTIONS	NO. OF RESPONDANTS	PERCENTAGE(%)
Strongly disagree	1	4
Disagree	3	12
Neutral	9	36
Agree	11	44
Strongly agree	1	4
Total	25	100
Reference (Questionnaire)		





### Interpretation:

From the above table and chart, we can observe that 4% customers strongly agreed and 44 % customers agreed that advertisement influence them to buy the product. 4% customers are neutral about this. Only 4% customers disagreed that advertisement influence them to buy the product.

### Findings:

This chapter is to express the findings of the study based on statistical tools are applied to analyse the data. It includes the result of each and every table and test.

The following are the major findings of the study:

1. Most of the respondent thinks that the advertisement of any product is important and only 5 of the remaining respondents are not sure about the importance of the advertisement in our life. None of the respondent (i.e. 0%) says that the advertisement is not important in our daily life.
2. Maximum respondents are attracted towards advertisement on internet, some respondent on Television and no respondent gets attracted towards advertisement by reading newspaper. This study reveals that the level of awareness of the effect of advertisement is comparatively better than expected among the customers. Many of them are active listeners of the media mostly internet and television, for gathering information regarding the new products, trend in the market and make a comparison with the products of other firms.
3. Most of the customer goes for shopping once in month, some goes once in week for shopping and very few customers go shopping twice a week. This implies that the advertisement influences the customer to buy their products. (Ref. Table No. 5).
4. Most of respondent shopping when needed, and same amount of respondent prefer shopping during sale and normal days. This implies that the advertisement has minimum effect on the customers.
5. Most of the respondent spend moderate amount on shopping.
6. Maximum of the respondents buy local products whereas only few of them buy branded products. This implies that the most of the customers are attracted towards local products than the branded things.
7. Most of the respondent purchase a product when they are planning to purchase it and on not by other factors. This implies that advertisement has no major impact on customers buying.
8. Most of the respondent satisfaction regarding the purchase of the product is neutral.

9. In today's competitive world market is full of different types of product which satisfy needs and want. Every producer claims his product to be superior one. In such situation, advertising helps the consumer in comparing features; price; utility; quality etc. of the product, and select the best. Most of the respondents agreed that the advertisement helps them to raise their standard of living.
10. Most of the respondent agree on that advertisement help us to know about fashion and it help to impress others.
11. Most of the respondent agreed that advertisement help us to raise standard of living.

#### Suggestions:

The study indicates that advertising has a discernible impact on product purchases, and for companies to achieve optimal sales, advertising is indispensable. Furthermore, the study reveals that although advertising does impact product purchases, other factors, such as income and word-of-mouth recommendations, also play a role. I recommend that others expand the study area and increase the sample size to ascertain the effect of advertising on consumer buying behaviour. Based on the study findings, the following recommendations have been put forth.

1. Over time, advertising has a lasting effect on consumer purchasing behaviour, and it is incumbent upon firms to raise their advertising budget and create engaging advertising content that resonates with consumers. This strategy will undoubtedly boost sales for the companies. In the long run, advertising can render demand for goods inelastic, as it persuades consumers to become loyal to a particular brand.
2. The study found that the complementary effect of advertising is particularly robust for certain products. Survey respondents indicated that they prioritize the prestige associated with a brand when making a purchase. Since a significant number of respondents cited this as a key factor influencing their purchasing decisions, firms must focus on the brand image and reputation of their products. However, only a small proportion of the respondents stated that they prioritize product quality, indicating that firms may not need to place as much emphasis on this factor.
3. Given the annual growth rate of 15% to 20% in demand for products, it is imperative for firms to be attuned to consumers' needs and incorporate these insights into their advertising strategies. To increase their sales, companies should focus on utilizing the most popular advertising channels, such as television, the internet, and print media.
4. Another key finding of the study was that consumers tend to consider discounted prices when making purchasing decisions. Therefore, firms need to set affordable prices that appeal to their target market. By doing so, companies can attract pricesensitive consumers and potentially increase their sales.

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