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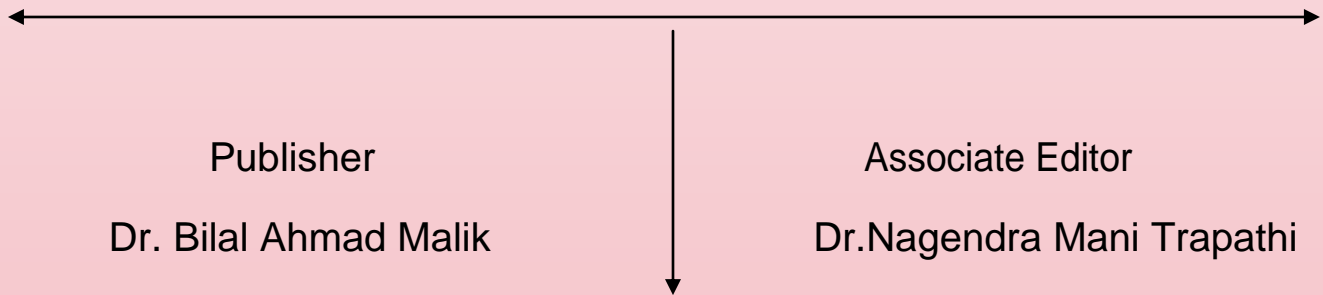
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## IMPACT OF ADVERTISEMENTS ON CONSUMER BEHAVIOUR

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### ABSTRACT

*The advertisements of goods and services in television, newspapers and magazines influence the demand for the same by the consumers though there may be manufacturing defects or imperfections or short comings in the quality, quantity and the purity of the goods or there may be deficiency in the services rendered. In addition, the production of the same item by many firms has led the consumers, who have little time to make a selection, to think before they can purchase the best. The present paper was intended to analyze the specific impacts on the buying behaviour consumer apart from the advertisements. The paper also examines the products which the women like to purchase on the basis of advertisements.*

### INTRODUCTION

Advertising is considered to be a non-personal tool to inform the mass group of people about a product or service. There are different kind of media types such as newspapers, television, radio, magazines direct mail, outdoor advertising, directories and the internet. Newspaper, television, radio and magazines are seemed to have the high-impact on consumers. The use of internet and social media is growing all the time; thereby it is seen as the fastest developing premium. The advertising- effectiveness can be measured directly by observing sales volumes during campaigns or indirectly by conducting surveys. Consumers can adopt fashion changes through similar people, which are known as opinion leaders, or, for example, through mass- communication channels such as music television which high lights current trends. Companies are pushing their brands forward by inserting their brand name on all products.

The consumption pattern and the behaviour of the consumer has been changing gradually. Since the last two decades we have seen many changes occurring in the attitude, perception, motivation, spending habits, purchase, and post-purchase behaviour of the consumer. The consumer of the 80s was austere and bought those things that were needed by him and the household. He was not very adventurous in spending habits. He had the restraint put on him by low income, the non-availability of products and traditional methods of buying. Most of these were for all the classes of consumers—the upper, or lower income groups. Even if they had the money and the willingness to buy, they could not purchase because of the limited choice of product, even after having

booked the same a few years earlier (for example the waiting period for Bajaj scooters was almost four years and FIAT Padmin, over a year and a half). Many products were not available in the Indian market due to import restrictions, and the consumer had to depend on the product smuggled in from foreign countries and paying heavy duty on them. Under these conditions the entire definition of consumer behaviour was put to limitations. "Consumer behaviour is a decision-making process and physical activity engaged in while evaluating, acquiring, using and disposing of goods and services."

Taking the case of Bajaj scooter, as it was the only dependable scooter available in 1900s. There was hardly any decision making as there was no choice for the consumer. The same could apply to cars. When the products available in the market were few there was hardly any physical activity to be performed. By physical activity we mean the effort made to analyse the products and do their comparative study, according to the desired attributes. This led to the evaluation of the product with every few and limited attributes that one could visualise.

Even if the mindset for the purchase was positive, it was difficult to purchase as the products were in short supply and there was hardly any competitors. The process of evaluation purchase was reduced or had little to delve upon. Even after the purchase the factor of satisfaction and dissatisfaction had little meaning as you had to be satisfied with the best that was available, and the customer could not aspire for more than what was offered. One could dispose off the product after use with little difficulty.

In the new millennium however, the consumer behaviour has changed much. The consumer of the 80s had less discretionary income and with liberation in 1985 to globalization taking place since 1991 a whole lot of goods flooded the Indian market. Like refrigerators, washing machines, black & white TV, colour TV, VCRs, cars, scooters, motor cycles, cosmetics, gas cylinders, cellular phones, microwave ovens, internet, ATM cards etc., Marketing through TV and internet became possible. Moreover, fast-food centres with home delivery of snacks, food and drinks gave the consumer options. A lot of avenues were opened for travel and communications, PCO, STD, FAX; photocopy machines were available almost at every crossing.

New innovative marketing techniques, branding the product, suited the Indian style. Branding Maharaja Burger instead of Big Mac, hot sams instead of Samasas and like Indianisation of fast food brands and lowering the price to suit the Indian consumer. The Indian consumer is very price conscious, and to suit the consumer changes in the product (several ranges, models, colours, sizes) as mentioned above were made. There were changes in the price, range of prices, installment offers, promotion offers (buy 2 take one free). In distribution

extra pains are taken to reach the goods to the consumer (free delivery) have been some of the innovations in the marketing techniques. Changes have taken place in the Indian consumer due to innovation in the product, in liberalisation and the marketing mix.

The behaviour of today's customer is changed due to the economic liberalisation and economic crisis. He does not have to buy sub-quality and shoddy products. He can dictate his terms, and as somebody has rightly stated, “The customer is not only the king but also the queen, the prince and the princess.” He can choose from a plethora of brands, return the product if not approved. Can take a free trial, negotiate and bargain. He can reject and accommodate. He can use credit cards, buy houses, cars, flats on easy installments and can even get rebate from taxes, by taking a loan for a home etc.

The marketers have adopted a new strategy. They have modified the old strategies, broadened their vision and are aware how they have to provide services. Adjust themselves to the customer and not the customer to them. The marketers are not satisfied with just satisfaction. They are going beyond the expectation of the customer and are delighting the customer and even to make them ecstatic with the product and services offer.

**FACTORS INFLUENCING BUYING BEHAVIOUR**

The women are influenced by several factors while purchasing different items. The impact of one factor highly sways at one point of time and another factor at another point of time. Sometimes different factors together influence the women while purchasing a particular item. Besides, the advertisements women were influenced by price, brand name, quality, trend/ style etc. table 1 gives the details of the influence of different factors on the purchasing behaviour of rural and urban women in the study area.

**Table 1**  
**Factors Influencing Buying Behaviour of Women Respondents**  
**(Multiple Responses)**

S. No.	Name of the Political Party	Area Wise Coverage of Respondents				Total	
		Rural		Urban		No	%
	No	%	No	%			
1	Advertising	306	95.63	320	100.00	606	94.69
2	Trend/Style	121	37.81	287	89.69	408	63.75
3	Price	320	100.00	243	75.94	563	87.97
4	Brand name	103	32.19	257	80.31	360	56.25
5	Quality	318	99.38	264	82.50	582	90.94

Source: Field Survey

CIF IMPACT FACTOR: 4.465

Table 1 show that all the sample women in urban areas stated that they are influenced by advertisements while purchasing different items. On the other hand in rural areas 95.63 per cent of sample respondent women declared that they are influenced by advertisements. In rural areas all the sample women accepted that they are highly influenced by price than other things. Around three-fourth of women in urban areas are influenced by price. Quality is another important concern of rural women (99.38 per cent) than the urban women (82.50 per cent). The ongoing trend/ style are influencing the urban women highly (89.69 per cent) than the rural women (37.81 per cent). With regard to brand name also there are wider variations between rural women (32.19 per cent) and urban women (80.31 per cent).

In all, a preponderant majority i.e. 94.69 per cent of sample women were influenced by the advertisements while purchasing different items for domestic and personal and children needs. Quality is the second important factor which is influencing 90.94 per cent of sample women. The third important factor which influences the women is price of the good as reported by 87.97 per cent of respondents. The trend/ style influencing 63.75 per cent of sample women while shopping. In case of 56.25 per cent of sample women brand of the product influences while purchasing particular item.

### ADVERTISEMENTS AND PURCHASE OF PRODUCTS

Generally, the women purchase different products related to their daily life by watching/ listening to advertisements. The impact of such advertisements on the purchase of different products as stated by sample respondent women is presented in table 2.

**Table 2**  
**Advertisements Impact on the Purchase of Different Products**

(Multiple Responses)

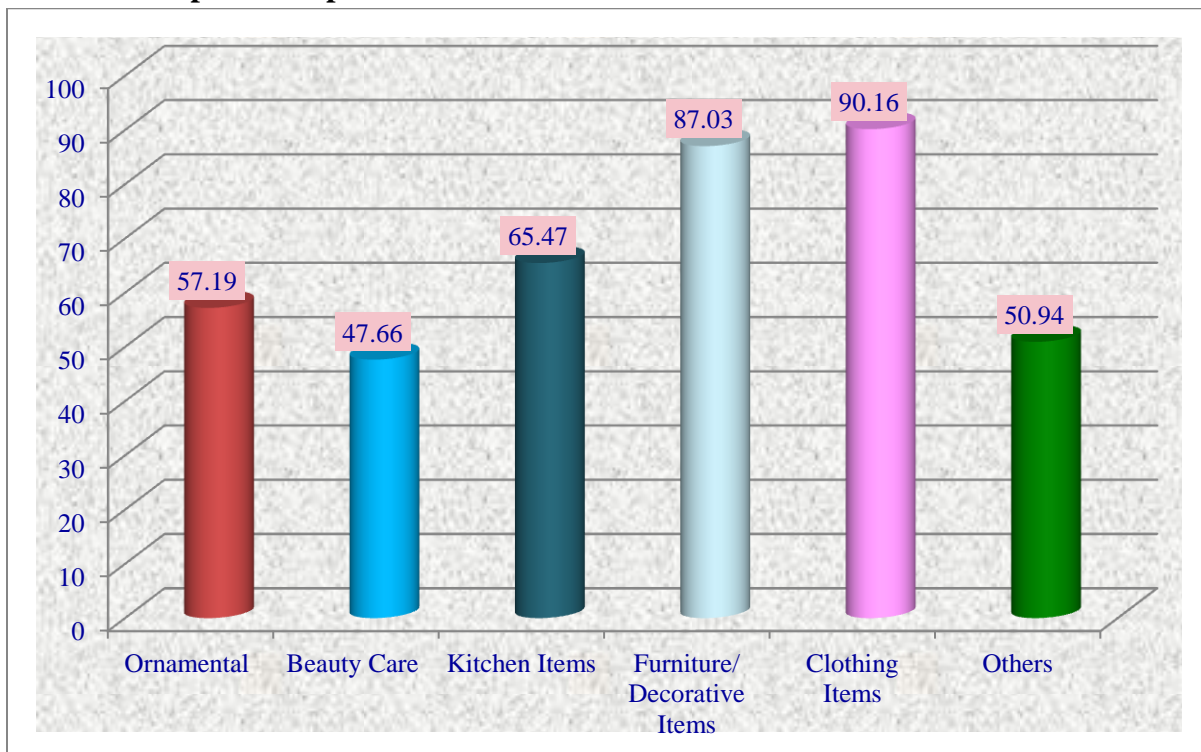
S. No.	Products	Area Wise Coverage of Respondents				Total	
		Rural		Urban		No	%
		No	%	No	%		
1	Ornamental	112	35.00	254	79.38	366	57.19
2	Beauty Care	98	30.63	207	64.69	305	47.66
3	Kitchen Items	156	48.75	263	82.19	419	65.47
4	Furniture/ Decorative Items	237	74.06	320	100.00	557	87.03
5	Clothing Items	275	85.94	302	94.38	577	90.16
6	Others	165	51.56	161	50.31	326	50.94

Source: Field Survey

CIF IMPACT FACTOR: 4.465

It is evident from table 2 that the women are highly influenced by the advertisements while purchasing clothes/ dress material/ sarees. It is slightly high in urban areas (94.38 per cent) than in rural areas (85.94 per cent). With regard to purchase of furniture/ decorative items all the urban women were influenced by sample women. In rural areas around three-fourth of women were influenced by such advertisements with regard to purchase of such items. In case of the impact of advertisements on the purchase of ornaments, beauty care items, furniture/ decorative items there are wider variations between rural and urban women. With regard to the purchase of ornaments 79.38 per cent of urban women were swayed by advertisements and in rural areas such per cent of women reduced to 35 per cent. In urban areas 64.69 per cent of women and in rural areas only 30.63 per cent of women were influenced by advertisements while purchasing beauty care items. With regard to purchase of kitchen related utensils/ items the urban women are ahead with 82.19 per cent and followed by rural women with 48.75 per cent. The influence with regard to purchase of other items like grocery, electrical goods etc the influence of advertisements is felt by 51.56 per cent and 50.31 per cent of rural and urban women respectively.

**Figure 1**  
**Specific Impacts of Advertisements on the Purchase of Products**



The figure I shows that nearly 90.16 per cent of sample women were swayed by advertisements while purchasing different types of clothes. The impact of advertisements is felt by 87.03 per cent of sample women

while purchasing furniture/ decorative items. Around 65.47 per cent of women were swayed by advertisements while purchasing kitchen related items. The advertisements influenced 57.19 per cent of women customers, while purchasing ornamental items. Nearly 47.66 per cent of women were influenced by advertisements while purchasing beauty care items.

**RATING OF INFLUENCE OF ADVERTISEMENT**

The rating of sample respondents on the impact of advertisements on purchasing behaviour is presented in table 3.

**Table 3**

**Rating of Influence of Advertisement on Purchasing Behaviour as per Sample Respondents**

S. No.	Amount of Influence	Area Wise Coverage of Respondents				Total	
		Rural		Urban		No	%
		No	%	No	%		
1	Very High	23	7.19	59	18.44	82	12.81
2	High	46	14.38	103	32.19	149	23.28
3	To Some Extent	228	71.25	151	47.19	379	59.22
4	Not at all	12	3.75	2	0.63	14	2.19
5	Can't Say	11	3.44	5	1.56	16	2.50
<b>Total</b>		<b>320</b>	<b>100.00</b>	<b>320</b>	<b>100.00</b>	<b>640</b>	<b>100.00</b>

Source: Field Survey

As per table 4.2 the Influence of Advertisement on purchasing behaviour of sample respondent women is high in urban areas than in rural areas. In urban areas more than half i.e. 50.63 per cent of the respondents are either high or very high. On the other hand in rural areas only 21.57 per cent of women rated the impact of advertisements from high to very high. In rural areas a preponderant majority i.e. 71.25 per cent of sample women rated the impact of advertisements only to some extent. While in urban areas only 47.19 per cent rated the impact of advertisements as to some extent. In rural areas 3.75 per cent and in urban areas 0.63 per cent denied any impact of advertisements on purchasing behaviour. In rural areas 3.44 per cent and in urban areas 1.56 per cent denied to respond.



## CONCLUSION

It can be concluded from the study that there is a strong positive association between the advertising and reactions/feelings with the consumer buying behaviour. So if there is any increase in the positive reactions/feelings it will positively affect the consumer buying behaviour. It has been revealed from the study that in the study area consumer buying behaviour, complex buying behaviour, habitual buying behaviour, dissonance and variety - seeking buying behaviour are the factors of buying behaviour which are significantly impacted by advertising.

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