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A study of measuring effectiveness of advertising in influencing consumer buying behaviour

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Abstract

Advertising is the activity or profession of producing information for promoting the sale of commercial products or services by influencing consumer buying behavior. This study is undertaken to know how effectively advertising influence the buying behavior of consumers. For the purpose of this study a sample of 60 respondents is taken through convenience sampling. After analyzing their responses it is found that majority of consumers are affected by advertising while taking their buying decisions. However there is no association between gender and appeal used in advertising and presence of celebrity in advertising makes advertising more influential.

Keywords: Advertising, Consumer Buying Behaviour, Advertising Appeal

Introduction

Consumer is the central point in every business. Now-a-days, attracting and satisfying customer is more difficult than producing goods. For any product, many brands are available in the market. Every company wants to increase its market. Now buyers dominate the market. So sellers have to make lot of efforts to attract and to persuade the persons to purchase his products and services. Advertising is an important means to influence the potential customers. Moreover, customers have also started giving importance to advertising while making purchase decisions. Evidence of increasing importance of advertising is clearly reflected from the increase in advertisement expenditure of almost all business units. Advertising influences consumer attitudes and buying behavior. Advertisements increase brand-image, develop brand-familiarities and help the organization in increasing its market share.

Advertisement

Advertising is an audio, visual or audio-visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about its products through various types of appeals. The best way to motivate the customer for purchase is advertising. Technologies progress rapidly day by day, contributing to the constant renewal of and changes in broadcasting forms. Among those forms, advertising media is widely used. Advertisements are useful for the representation of a commodity's image. They also act in building the corporate image and product positioning. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. In a complete study of marketing and promotional activities, advertising usually plays the most important role. Therefore, the advertising effect has become a key issue (Baheti, Jain & Jain, 2012) [2]. Advertising as one of the essential element of marketing management is considered as an important factor in the global business. As far as its influence on the society is concerned, Advertising is second only to movies. Advertising is the most influential and powerful medium in the present commercial society. It helps us to get worldview. It shapes our attitude and beliefs.

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Advertising provides information about products and services to intending consumers. This information help consumers to make choices among different brands based on their needs, wants and problems confronting them. The ultimate purpose of advertisers is to make their audience purchase such products and services either immediately or in the near future. (Mathew, Ogedebe & Ogedebe, 2013) ^[9]. Advertising plays a crucial role for any business to boost up its performance graph as it is a powerful strategy to attract customers towards company's product.

Advertising Appeal

Advertising appeal can be defined as the degree of drawing consumers' attention and enhancing their desire to increase their product purchase intention. Advertising appeal can be categorized into rational appeal and emotional appeal. Rational appeal can be defined as the degree of rational appeal focusing on rational purchase. The appeal delivers consumers' interests by giving reasons. It emphasizes that a product or service is able to achieve a function or interest which a consumer desires. Emotional appeal can be defined as the degree of stimulating consumers' purchase intention by arousing their positive or negative emotions.

Consumer Buying Behavior

In the marketing context, the term 'consumer' refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. An individual who purchase goods and services from the market for his/her end-use is called consumer. In simple words, a consumer is one who consumes goods and services available in market (Offeh, Addo & Donkor, 2013) ^[12]. Customers are valuable assets for the enterprise, but they can be costly to acquire and retain. The customers' differences in the course of their relationship with the enterprise are reflected in their contributions to the enterprise value throughout their tenure. Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not (Baheti, Jain & Jain, 2012) ^[2]. Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (Mahalingam & Kumar, 2012) ^[7].

Consumer behavior is study of individuals, groups or organization and the process they use to select, secure and dispose of products, services, experience or ideas to satisfy needs and the impact that these processes have on consumer and society (Offeh, Addo & Donkor, 2013) ^[12]. Consumer behavior reflects the totality of consumer's decision with respect to acquisition and disposition of goods, services, time and idea by decision making units. It also includes whether, why, when, where, how, how much, how often and how long consumer will use or dispose of an offering. Consumer purchasing behavior covers all activities and decisions which relate to choosing products, purchasing and post-purchasing use (Kumar, 2012) ^[2, 7]. Consumer behavior analysis is helpful for advertiser to understand the behavior of consumer in buying different situations.

Review of Literature

Mathew, Obedege & Obedege (2013) ^[9] in their study, "Influence of web advertising on consumer behavior." The study investigates the influence of web advertising on consumer. A survey research method was adopted for this study. The questionnaires were analyzed using frequency and simple percentage. They observed that consumers have positive opinion towards web advertising. Web advertisements influence the consumers to use some of the products and services. Majority of respondents had considered web advertisement informative.

Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman & Ahmad (2013) ^[8] in their study, "Impact of brand image and advertisement on consumer buying behavior." The purpose of this study was to examine the impact of brand image and advertisement on consumer buying behavior. Questionnaire survey was used to collect the data by non-probability convenient sampling technique. Findings show that brand image and advertisement have a strong positive influence and significant relationship with customer buying behavior. Advertisement affects consumer buying behavior positively. Offeh, Addo & Donker (2013) ^[12] in his study "The effect of branding on consumer buying behavior". For the purpose of this study, he collected primary and secondary data and summed up that branding plays a very important role in enabling consumer to arrive at a decision to purchase a product. They also recommend brand, with which they are satisfied to others. Such brand awareness can be created by advertisement.

Kumar (2012) ^[2, 7] in his artical "A study on impact of visual advertisement on women consumer buying behavior". For the purpose of this study, he collected primary data through well-structured questionnaire. After analyse data, he was of view that there is significant relationship between women consumer's buying behavior and consumer's attitude towards visual media advertisement. There is also relationship between consumer's behavior and advertisement value.

Baheti, Jain & Jain (2012) ^[2] in their study, "Imapct of advertising appeals on customer buying behavior." The purpose of this research was to investigate the impact of advertising appeals on customer buying behavior. Sample was chosen from Indore and surrounded area. ANOVA, T-Test and Regression analysis were used and it was found that advertising appeals have significantly positive influence on advertising attitude. Emotional advertising appeals are more significant than rational appeals.

Tanveer & Arif (2012) ^[15] in their study “Impact of cartoon endorsement on children impulse buying of food: A parent’s perspective.” In this study, data is collected through primary and secondary sources. Primary data was collected through questionnaires and secondary data was collected from different journals, books, researches and websites. They found that a relationship exists between cartoon endorsement and children impulse buying which means children buy cartoon endorsed items more as compared to other. There is no difference between impulse buying behavior of boys and girls, which means that they both insist on impulse buying of cartoon endorsed products.

In their study, “Impact of advertisements on children: An empirical study with special reference to chocolate brands.” The main objective of study was to find out, how children are influenced by television advertisements with special reference to confectionary products. For this study, primary data was collected through structured questionnaires from 130 children(7 to 15 years of age). They observed that advertising has a stronger effect on younger children. Children are influenced more by television advertisements than by any other medium of advertising.

According to Niazi, Siddiqui, Shah & hungra (2011) ^[10] in his study “Effective advertising and its influence on consumer buying behavior”. In this study, the collected 200 questionnaire through convenient sampling from twin cities of Pakistan (Islamabad & Rawalpindi). He summed up that emotional response has positive relation with consumer buying behavior. Consumer purchase those products from which consumer are emotionally attached and such attachments are created through advertisements as audio, video and text form, which appeals him or her.

Balakrishanan & Kumar (2011) ^[3] in their study, “Effect of celebrity based advertisement on purchase attitude of consumers towards durable products.” Both primary and secondary data were taken and it was summed up that advertisements having celebrity endorsement provide information and creates awareness, helps them to recall the brand and motivate them materialize purchase of products.

El-Edly (2010) ^[6] in his article, “Impact of advertising attitude on the intensity of T.V. ads avoiding behavior.” Researcher had collected data from primary source. He took into account six attitudinal factors with regard to intensity of T.V. ads avoiding behavior. For analyzing the data factor analysis, T-test and standard deviation were used. It was observed that majority of respondents have avoiding behavior towards the advertising.

Bashir & Malik (2009) ^[4] in his article “Effect of advertising on consumer behavior of university students”. In this study sample of 150 respondents has been taken from university of Sargodha in Pakistan. 6 brands of FMCG’s unit has been taken and by applying statistical tools, such as chi-square, frequency and binominal test, it was found that advertisement persuades the consumer to buy the products atleast once in lifetime and consumer considered advertisement as a reliable source of knowledge. It was also revealed that repetition of advertisement do not affect the purchasing attitude.

Ayanwale, Alimi and Ayanbimipe (2005) ^[1] in their article, “ The influence of advertising on cosumer brand preference.” For this study, they collected data from both primary and secondary sources. Primary data was collected by means of structured questionnaires. They observed that

advertising helps in projecting product quality and value before consumers.

North & Kotze (2001) ^[11] in his study “The parents and television advertisement as consumer socialism agents for adolescents”. In their study, they took sample of 250 secondary school children. Researchers used 5 points Likert scale. It was found that television advertisements opens up many opportunities for parents to educate their children on matters relating to marketing and other consumer issues.

Chan (2001) ^[5] in his article “Perceived Truthfulness of Television Advertising and Parental Influence”. In this study, a sample of 448 children (age 5 to 12) had been taken and children’s attitude and attention towards advertisement has been analysed through chi-square. It was summed up that majority of children think that contents showed in the advertisements are true.

Research Methodology

Sample and Procedure

The main objective of study is to find out, impact of advertisement on consumer buying behavior. Well-structured questionnaire has been randomly distributed to 60 respondents to determine their attitude towards advertisements. The collected data was analyzed with SPSS 11.5. Descriptive statistical analysis and chi-square were adopted to test hypothesis.

Research Objective

The purpose of study is to examine how advertising affects the buying behavior of customer. This research work is also designed to achieve the following specific objectives. To

1. Know effectiveness of advertising on consumer buying behavior.
2. Know attitude of consumers towards advertisements.
3. Examine the impact of personality used in ads on consumer buying behavior.
4. Identify the factors influencing most to consumer while making buying decision.
5. Know whether consumers are able to recall advertisement or not.

Data Analysis and Interpretation:

Analysis of demographic characteristics of respondents:

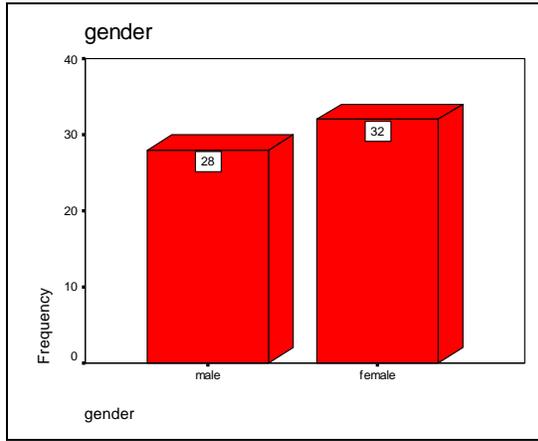
➤ **Gender distribution of respondents:**

Table 1: Gender

N	Valid	60
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	46.7	46.7	46.7
	female	32	53.3	53.3	100.0
	Total	60	100.0	100.0	



Source: Primary Data

Above table shows that 46.7% (28) are male and remaining 53.3% (32) are female. So, there is almost equal gender distribution.

➤ **Marital Status**

Table 2: Marital status

N	Valid	60
	Missing	0

Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	30	50.0	50.0
	unmarried	30	50.0	100.0
	Total	60	100.0	100.0



Source: Primary Data

Half of the respondents are married and half are unmarried.

➤ **Age**

Table 3: Age

N	Valid	60
	Missing	0

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	10	16.7	16.7
	20-30	25	41.7	58.3
	30-40	13	21.7	80.0
	40-50	11	18.3	98.3
	50 & above	1	1.7	100.0
	Total	60	100.0	100.0

Source: Primary Data

Research Question 1

Table 4: Do you believe in ads?

N	Valid	60
	Missing	0
	Mode	3

Do you believe in ads?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	28.3	28.3
	no	11	18.3	46.7
	sometimes	32	53.3	100.0
	Total	60	100.0	100.0

So, above table shows that majority of people 53.3% (32) sometimes believe in ads, followed by 28.3% (17) who believe in ads and 18.3% (11) who do not believe in ads.

Research Question 2:

Table 5: Does an ad urge you to try a new brand?

N	Valid	60
	Missing	0
	Mode	3

Does an ad urge you to try a new brand?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	33.3	33.3
	no	11	18.3	51.7
	sometimes	29	48.3	100.0
	Total	60	100.0	100.0

Source: Primary Data

It is clear from above table that majority of respondents 48.3% (29) said that only sometimes an ad urge them to purchase a brand. 33.3% (20) said that an ad urge them to purchase a brand and 18.3% (11) said that an ad does not urge them to purchase a brand.

Research Question 3

Table 6: Which factor influence you to buy a product?

N	Valid	60
	Missing	0
	Mode	3

Which factor influence you to buy a product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ads	4	6.7	6.7	6.7
	price	11	18.3	18.3	25.0
	quality	40	66.7	66.7	91.7
	income	3	5.0	5.0	96.7
	other	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

Source: Primary Data

Above table shows that only 6.7% (4) respondents are influenced by ads to purchase a product. Majority of people 66.7% (40) are influenced by quality of product followed by 18.3% (11) influenced by price, 5% (3) by income and 3.3%(2) by other factors.

Research Question 4

Table 7: Which media gets your attention?

N	Valid	60
	Missing	0
	Mode	3

Which media gets your attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	print	3	5.0	5.0	5.0
	radio	5	8.3	8.3	13.3
	T.V.	43	71.7	71.7	85.0
	words of mouth	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

Source: Primary Data

According to above table, respondents give more attention to T.V. ads as admitted by majority of respondents which are 71.7% (43). After that respondent give attention to words of mouth 15% (9) followed by radio 8.3% (5) and print media 5% (3).

Research Question 5

Table 8: Which personality most influences you?

N	Valid	60
	Missing	0
	Mode	4

Which personality most influence you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sports person	7	11.7	11.7	11.7
	professionals	14	23.3	23.3	35.0
	experts or scientist	10	16.7	16.7	51.7
	actor	21	35.0	35.0	86.7
	normal person	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

Source: Primary Data

Respondents are mainly influenced by actors in ads 35% (21) and then followed by professionals 23.3% (14), experts

or scientists 16.7% (10), normal person 13.3% (8) and after that sports person 11.7% (7).

Research Question 6

Table 9: Which aspect of T.V. ad is important to you?

N	Valid	60
	Missing	0
	Mode	3

Which aspect of T.V. ad is important to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	models	10	16.7	16.7	16.7
	background	7	11.7	11.7	28.3
	theme	20	33.3	33.3	61.7
	punch line	18	30.0	30.0	91.7
	photography	5	8.3	8.3	100.0
	Total	60	100.0	100.0	

Source: Primary Data

It is clear that people give more importance to theme 33.3% (20) which is slightly higher than punch line 30% (18). 16.7%(10) give importance to models, 11.7% (7) give importance to background and 8.3% (5) give importance to photography.

Findings and Discussion

Above study reveals that majority of respondents have neutral attitude towards the ads as 53.3% (32) respondents said that they sometimes believe in ads, 28.3% (17) respondents said that they have believe in ads and 18.3% (11) respondents do not believe in ads.

Similarly, majority of respondents 48.3% (29) admitted that only sometimes they are urged by an ad to purchase a brand. 33.3% respondents said that an ad can urge them to purchase a brand and others 18.3% (11) said that they are not urged by ads to buy a product.

In affecting consumer buying decision major role is played by quality as admitted by 66.7% (40) respondents. 18.3% (11) respondents are influenced by price and only 6.7% (4) respondents said that they purchase any product influenced by ads.

Considering different forms of advertisements, it was found that respondents give highest attention to T.V. ads as admitted by majority of respondents 71.7% (43). After T.V. advertisements people give attention to words of mouth 15% (9) and radio 8.3% (5). Least attention is received by print media 5% (3).

In advertisements, people are mainly influenced by actors 35% (21). After actors, professionals get attention 23.3% (14) followed by experts or scientists 16.7% (10), normal persons 13.3% (8). People are least influenced by sports persons 11.7% (7).

In T.V. ads, respondents give more importance to the theme of advertisements 33.3% (20). Punch line of advertisements is almost equaled important to respondents 30% (18). Then they give importance to 16.7% (10) and background 11.7% (7). Photography is least important to respondents 8.3% (5).

Conclusion

Our purpose of this study was to examine the impact of advertisements on consumer buying behavior. For the purpose of this study, survey questionnaire method was

used. It is found that people give more attention to T.V. advertisements than any other form of advertisements. In T.V. advertisements more importance is given to theme of advertisements. Actors used in ads have highest influence on consumer than any other person. It is concluded that advertisements do impact the buying behavior of consumer and very essential for businesses. It should be regarded more as investment than expenditure.

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