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Impact of advertisement on consumer buying behaviour in Telangana

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Abstract

In the modern era, the advertisement is supposed to use for creating awareness of the product, brand image and promoting products. But it is very controversial how much impact of advertisement on the consuming the products by the consumers, how much they are gained the satisfaction (utility) from the products and changing the behavior of the consumer. In this context, the paper main objective is to find out the effect of the advertisement on the consumer behavior towards products. For this purpose, the study is based on primary data and secondary data. By using 5 point Likert scale with cross sectional data, 150 questionnaires were distributed in three districts of Telangana (Nizamabad, Karimnagar and Warangal), as a sample, and received all 150 complete questionnaires from respondents after field survey. With the help of Kirkpatrick model that contain one dependent and five independent variables, a conceptual framework was developed. The data was analyzed by using different statistical techniques such as descriptive statistic, Correlation analysis, and regression analysis. Results of our study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior in the purchasing of the different products and their choices.

Keywords: Modern era, advertisement, product, brand image and promoting products

Introduction

In this digital era, nobody cannot escape from wide platform of media and everyone influenced of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. Among the whole marketing tools, the advertising is distinguished for the continuing impact on the observer's mind as its impact is broader. Basically advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion. Now a day's advertisement is a great source for promoting the business in the whole market. The consequences of advertisement continue to accelerate by every year. Advertisement use to build up the product's strong image in consumer's mind. Advertising has become a vital issue and According to Kotler (2007), a new competition is not between what is produced by various companies in a factory, but between what is added to the plant results in the form of packaging, services, advertising, consultancy for customers, financing, shipping arrangements, warehousing, and another thing that people think is worth. Competition between products in the market encourages manufacturers to aggressively promote their products to attract the attention of consumers. Now in twenty first century the messages can be delivered by different modes of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays etc.

Statement of the Problem

In the growing age of digital technology, increasing trend of people using the online for shopping and searching, online advertising which in recent times have been utilized by all companies due to the accessibility and wide coverage than the traditional media seem to be the most recent means for advertising. The question now is, does the any mode of advertising prove to be very effective to attract the consumers for buying the goods? Do people effect the advertisement to buy the products and impact on buying behaviour of consumers? For this purpose, the study analyses the effects of advertisement on consumer behaviour towards consumer goods.

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Significance of the Study

This study is significant in view of the following;

- The research study will be beneficial to marketers and web designers to understand the criteria for considering advertisements.
- It analysis the effects of advertising in shaping the consumer's view about products;
- The study will provide empirical data to support or disproves up position about the advertisement in Telangana.

Scope of the Study

This study is delimited to the effects of advertising on consumers buying behaviour which has been on the increase and focused on consumers or respondents are covered from the various level of socio-economic conditions of districts (Nizamabad, Karimnagar and Warangal) in Telangana.

Objective of the study

The objectives of research study are stated as below:

- To develop and understanding the concept of an importance of in consumer's mind.
- To find out the influence of advertisement on consumer buying behavior towards various goods.

Research Hypotheses

The study has formulated the following hypothesis for this study.

Hypothesis 1

H_{1A}: Necessity of advertisement is effective for consumer goods in consumer's mind

H_{1B}: Necessity of advertisement enhance the demand of the consumer goods

Hypothesis 2

H_{1A}: Pleasure of advertisement is effective for consumer goods in consumer's mind

H_{1B}: Pleasure of advertisement enhance the demand of the consumer goods

Hypothesis 3

H_{1A}: Dominance of advertisement is effective for consumer goods in consumer's mind

H_{1B}: Dominance of advertisement enhance the demand of the consumer goods

Hypothesis 4

H_{1A}: Brand recall advertisement is effective for consumer goods in consumer's mind

H_{1B}: Brand recall advertisement enhance the demand of the consumer goods

Hypothesis 5

H_{1A}: Stimulation advertisement is effective for consumer goods in consumer's mind

H_{1B}: Stimulation advertisement is enhance the demand of the consumer goods

Hypothesis

H₀: Advertisement does not effects on the consumer's buying behavior

H₁: Advertisement really effects the consumer's buying behavior.

Review of Related Literature

Awan and Nawaz (2015) carried out study on growing fast food industry in Pakistan and draw conclusion that media ads play a vital role in attracting new and quality food items. They said that it the media which are influencing the consumers to save time and buy fast food rather than wasting time in cooking.

Wan and Nayyar Abbas (2015) emphasize that demographic impulse buying behavior can be generated by using different tools of media.

Advertisement and consumer's buying behavior have a strong relationship regarding the FMCG's (Fast Moving Consumer Goods) Olson and Mitchell (2000) contend that mobile phones and tabs are the latest source of an advertisement that is also very effective in changing the behavior of the consumer.

Bashir and Malik (2009) have opinion that consumers are price conscious that's common now days in our society. People are almost behaving rationally due to the benefits of cost.

Rasool, *et al.* (2012) emphasized that brands advertisement play a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market Malik *et al.* (2013) stated that the rain of online promotional advertising is growing significantly on the internet.

While according to Halley & Balldinger, (1991) entertainment and information about some product, which are given in advertising, are one of the main reasons of likeability of the product advertised. Entertainment actually helps in involvement of the viewer in the advertisement and product and it is obvious that if the advertiser could be able to create a positive image of the product through entertainment and information, it could get the involvement of the viewer or consumer, rapidly (Mackenzie & Lutz, 1989) which in result affect the consumers' buying behavior.

Likewise George (1989) stated that controversies over the effects of commercials have always been present. Advertising is accused of exploiting the feelings and building of personal anxieties, over emphasizing the material side of life and distortion of human and ethical values in children.

At the same time, Aaker, Batra and Myers (1992) argued that advertising has negative impact on values and life Styles of society. While Bryant and Zelman (1994) stated that it is most probably safe to quote that early, advertisers were less concerned with Media choices and affects then they were with simply intending communication.

Research Methodology

The research design is based on the cross sectional data that was collected through field survey with the help of questionnaire. The study has used both primary & secondary data. Primary data from the survey and secondary data was collected from research papers, books, journals, internet, and magazines etc.

Sample and Measurement Scale

A five point Likert scale questionnaire containing (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree were used to measure the response of sampling population, which includes government officers, shop keepers, Clinic staff, school teachers, university students, street hawkers, franchise staff, house wives and workshop technicians. Northern Telangana was the

population, and have selected three districts as a sample, these are (Nizamabad, Karimnagar and Warangal). 50 questionnaires were distributed in each district and in this way total 150 questionnaires were distributed, out of them 150 were returned in complete form. Data was analyzed through Statistical Package for Social Sciences in this apply the simple descriptive statistics, average mean, Standard Deviation, Variance, correlation, Pearson (r), R^2 , ANOVO and Regression coefficient.

Limitations of the Study

The sample size for the study is of around 150 respondents who are lived in the three districts. As the total number of respondents is around 150 and not all parameters were

considered therefore, this method cannot be used to generalize the results. The study has taken the three districts of Telangana with limited respondents, so the results may not be applicable to whole society.

Selected Variables

The Study has one dependent and five independent variables which are given below:

Dependent Variable: Consumer's buying Behaviour.

Independent Variable: Necessity, Pleasure, Dominance, Brand Recall and Stimulation. We have shown our variables in conceptual Model shown in Figure 1.

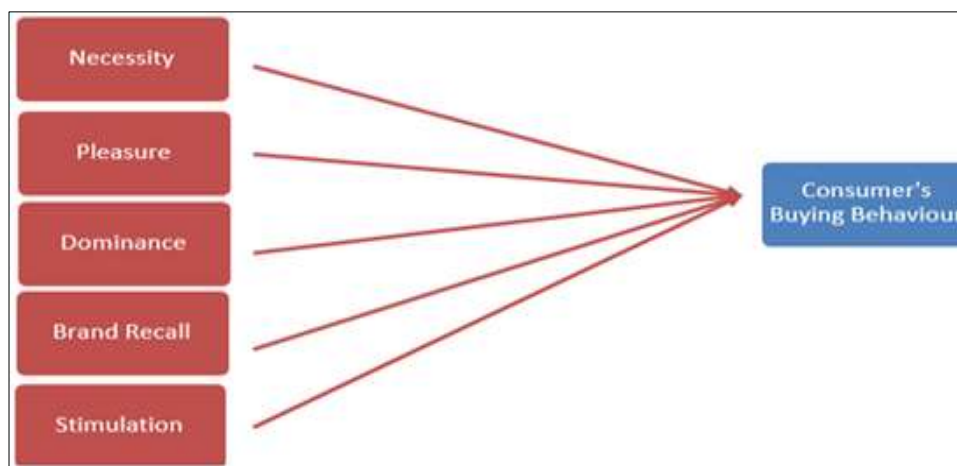


Fig 1: Shown in Independent Variable

Definitions of variables Necessity

Requirements of time for the specific situation, that can be quench or fulfill the consumer's demand when income increase, necessities also increase.

Pleasure

The condition in which individual feel good, pleased, or joyful in a specific situation.

Dominance

It's any one feeling that can be under control or it can be free on a specific situation.

Brand Recall

It's a level of consumer that recognized as the potential user of specific brand & it's related with a specific product.

Stimulation

The condition of feeling that is changeable from person to person in different places or situations i.e. feeling of enthusiasm, active, excitement, sleepy and bored.

Data analysis

From total 150 respondents, there were 97 male and 53 female with 64.6% and 35.4% respectively. If we have seen the age wise respondents, less than 18 were 20, 19-24 were 50, 25-30 were 45, 31-40 were 27, 41-50 were 6 and above 51 was only 2. The respondents with their educational levels, 13 were Matriculation, 62 were Intermediate, 47 were Graduate, 22 possess Master, and 6 were M.Phil/Ph.D. The above details revealed the demographic profile of the respondents in the selected study area.

Table 1: Monthly Income Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less 10,000	75	50.0	50.0	50.0
	11,000 to 30,000	51	34.0	34.0	84.0
	31,000 to 50,000	18	12.0	12.0	96.0
	>51,000	06	4.0	4.0	100.0
	Total	150	100.0	100.0	

Source: Field study

The above table reveals the monthly income level of the consumers and the basis of their monthly income the respondents were divided into four categories. Out of 150

respondents 75 were earning less than 10,000, 51 were earning between 11,000-30,000, 18 income was between Rs.31,000-50,000 and 06 income was more than Rs.50,000.

Table 2: District-wise classification of the respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nizamabad	50	33.3	33.3	33.3
	Karimnagar	50	33.3	33.3	67.0
	Warangal	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

Source: Field study

The table examines the data related to the different area selected for this study and reveals the data pertaining respondents belongs to the three districts were covered 50 respondents with 33.3%. Thus, each area or district represents the 50 respondents in this study.

Analysis Descriptive Statistics

The research study was based on cross sectional data of 18 questions. With 5 independent variables, (Necessity have 6 questions), (Pleasure have 3 questions), (Dominance have 2 questions), (Brand Recall have 4 questions) and (Stimulation have 3 questions). We applied the simple descriptive statistics of Independent variables in Table 3.

Table 3: Effects of necessity advertisement on consumer's buying behavior (it contains 6 questions)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Does advertisement necessary to attract the consumers?	2	7	20	98	23
2	Does print advertisement (Newspaper etc) to be necessary?	3	10	25	85	27
3	Does the outdoor/street advertising relevance to Your daily life?	4	12	30	86	18
4	Does outdoor/street advertisement poorly displayed, that's why not attractive?	2	17	21	96	14
5	In this competition market, any product can't survive without advertisement?	5	10	8	100	27
6	Do You buy the goods when you feel its necessary/needed?	1	9	10	110	20

Source: Field study

From the above table, we've observed that the 65.3% consumers are agree & 15.03% are strongly agree that advertisement is necessary to catch the consumer's attraction. In second question 56.6% consumers are agree, 16.6% are neutral that print media ads to be necessary and 18.0% consumers are strongly agree towards the print advertisement. In next 57.3% are agree and 20.0% are neutral

that street ads are relevant to daily life. In fourth question 64.0% are agree that street ads are poorly displayed. In fifth 66.6% consumers are agree that in this competition market any product can't survive without advertisement. In last question 73.3% consumers are agree that they buy goods when they feel it is necessary.

Table 4: Effects of pleasure advertisement on consumer's buying behaviour (it contain 3 questions)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Does restrictive advertisement also attract your mind and convince you.	4	2	49	90	5
2	Does advertisement a source of pleasure & entertainment?	3	12	7	32	96
3	Do You think that television commercials have vast coverage than anything else?	2	6	10	32	100

Source: Field study

Above table shows the 6.0% consumes are agree that even restrictive advertisement are also attract them. In eighth question 64.0% are strongly agree that ads are the source of

an entertainment. In last 66.6% consumers are strongly agree that television commercials have vast coverage, than anything else.

Table 5: Effects of dominance advertisement on consumer's buying behavior (it contains 2 questions)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Does advertisement always an influence & dominate You?	5	3	12	110	20
2.	Do You like to buy the goods for dominance & increase the standard of living in society?	2	2	10	100	36

Source: Field study

In tenth question 73.3% consumers are agree that advertisement always having an influence and dominate us. In last eleventh question 66.6% consumers are agree that

mostly they buy the goods to show the standard of living in society.

Table 6: Effects of brand recall advertisement on consumer's buying behavior (it contains 4 questions)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Does advertisement create the awareness, so that You prefer to buy the low priced goods?	5	15	6	80	44
2	Does advertisement convince You to buy the same brands?	6	21	12	91	20
3	Does the product Companies should give ads, for brand recall in Your mind?	1	5	10	110	24
4	Does your participation in purchasing influenced by friends & family?	7	28	14	80	21

Source: Field study

From the above table, in twelfth question shows that 80 consumers are agree and 24 consumers are strongly agree that advertisement is a major source of awareness regarding goods, in next 60.6 % are agree that yes advertisement convince us to buy the same brands etc. in fourteenth 73.3%

are agree that yes Consumer Goods companies should give ads regularly for introducing the other brands of the same company. In last fifteenth question 53.3% consumes are agree that their participation in buying influenced by friends and family who were inspired by the advertisement.

Table 7: Effects of stimulation advertisement on consumer's buying behavior (it contains 3 questions)

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Does advertisement stimulate or Encourage You to purchase the products?	3	10	25	76	36
2	Does advertisement always influence Your buying habits?	2	11	16	87	34
3	Does advertisement motivate you, to shift from one brand to another brand?	4	3	7	120	16

In this above table the results of sixteenth question 50.6% consumers are agree that advertisement stimulate and encourage them to buy the goods. In seventieth there are 58.0% consumers are agree that yes mostly it influenced their buying behavior. In last question 80.0% consumers are agree that advertisement motivate them to shift from one brand to another brand, due to additional benefits and characteristics.

Reliability Test of Data

There were five Independent Variables which includes, Necessity (6 items), Pleasure (3 items), Dominance (2 items), Brand Recall (4 items), and Stimulation (3 items). The five independent variables have the total eighteen questions. The data relating of these variables was tested through Cronbach's Alpha.

Cronbach's alpha, α (or *coefficient alpha*), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. "Reliability" is how well a test measures what it should. For example, a company might give a job satisfaction survey to their employees. High reliability means it measures job satisfaction, while low reliability means it measures something else (or possibly nothing at all).

Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable. These questions measure latent variables—hidden or unobservable variables like: a person's conscientiousness, neurosis or openness. These are very difficult to measure in real life. Cronbach's alpha will tell you if the test you have designed is accurately measuring the variable of interest.

Cronbach's Alpha Formula

The formula for Cronbach's alpha is:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Where:

- N = the number of items.
- \bar{c} = average covariance between item-pairs.
- \bar{v} = average variance.

Rule of Thumb for Results

A rule of thumb for interpreting alpha for dichotomous questions (i.e. questions with two possible answers) or Likert scale questions is:

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 \geq \alpha$	Unacceptable

The results of independent variables using the reliability test are shown in following tables.

Table 8: Necessity - Results of Cronbach's Alpha.

Reliability Statistics		
Cronbach's Alpha		N of Items
.980		6
Item-Total Statistics		
Item No.	Items	Cronbach's Alpha if Item Deleted
1.	Does advertisement necessary to attract the consumers?	.976
2	Does print advertisement (Newspaper etc) to be necessary?	.975
3	Does the outdoor/street advertising relevance to Your daily life?	.976
4	Does outdoor/street advertisement poorly displayed, that's why not attractive?	.977
5	In this competition market, any product can't survive without advertisement?	.976
6	Do You buy the goods when you feel it's necessary/needed	.979

The above statistical table reveals the advertisement based on necessity with six items and if we observed the results of all items of necessity reliability is .980 values greater than the

0.7. Therefore, the result is excellent and it is indicated the reliability of data.

Table 9: Pleasure - Results of Cronbach's lpha.

	Reliability Statistics	
Cronbach's Alpha	N of Items	
.953	3	
	Item-Total Statistics	
Item No.	Items	Cronbach's Alpha if Item Deleted
1	Does restrictive advertisement also attract your mind and convince you?	.973
2	Does advertisement a source of pleasure &entertainment?	.915
3	Do You think that television commercials have vast coverage than anything else?	.889

The above statistical table analyzes the advertisement based on pleasure with three items variable. It is concluded that the results of all items of necessity reliability is .953 values greater than the 0.7.

Therefore, the result is excellent and it is indicated the reliability of data.

Table 10: Dominance - Results of Cronbach's Alpha.

	Reliability Statistics	
Cronbach's Alpha	N of Items	
.913	2	
	Item-Total Statistics	
Item No.	Items	Cronbach's Alpha if Item Deleted
1	Does advertisement always an influence & dominate You?	.923
2	Do You like to buy the goods for	.820

The above statistical table examines the advertisement based on dominance with two items variable. It is observed that the results of all items of necessity reliability is .913 values

greater than the 0.7. Therefore, the result is excellent and it is indicated the reliability of data.

Table 11: Brand Recall-Results of Cronbach's Alpha.

Reliability Statistics	
Cronbach's Alpha	N of Items
.948	4

Item-Total Statistics		
Item No.	Items	Cronbach's Alpha if Item Deleted
1	Does advertisement create the awareness, so that You prefer to buy the low priced goods?	.926
2	Does advertisement convince You to buy the same brands?	.906
3	Does the consumer goods company should give ads, for brand recall in Your mind?	.961
4	Does your participation in purchasing influenced by friends & family?	.925

The above statistical table describes the advertisement based on brand recall with four items variable. It is observed that the results of all items of necessity reliability are .948 values

greater than the 0.7. Therefore, the result is excellent and it is indicated the reliability of data.

Table 12: Stimulation - Results of Cronbach's Alpha.

Reliability Statistics	
Cronbach's Alpha	No. of Items
.937	3

Item-Total Statistics		
Item No.	Items	Cronbach's Alpha if Item Deleted
1	Does advertisement stimulate or Encourage You to purchase the products?	.873
2	Does advertisement always influence Your buying habits?	.853
3	Does advertisement motivate you, to shift from one brand to another brand?	.975

The above statistical table compiled the advertisement based on dominance with three items variable. It is observed that the results of all items of necessity reliability are .937 values

greater than the 0.7. Therefore, the result is excellent and it is indicated the reliability of data.

Table 13: Overall Results of Reliability (Cronbach's Alpha)

Independent Variables	Cronbach's alpha Coefficient
Necessity	0.980
Pleasure	0.953
Dominance	0.913
Brand Recall	0.948
Stimulation	0.937
Cronbach alpha	0.9

The above analyzed five independent variables with reliability test and these five subscales are fully met the standard criteria for checking and measuring reliability of scale. It shows the results of 0.9 (α) and it is minimum value should not be decrease 0.7 (Nunnally, 1978). Fraekel & Wllen (2003). So From the above table we observed that the values of Cronbach alpha are not less than 0.7 that is considered as excellent (Sekaran, 2003) and indicated reliability of the data.

Correlation Analysis

Here we have tried to find out the basic correlation between independent and dependent variables that are:- "(1) Necessity, (2) Pleasure, (3) Dominance, (4) Brand Recall and (5) Stimulation" (Independent Variables) with the "Consumer's Buying Behaviour" (Dependent Variable). Above mentioned different variables were analyzed and observed individually one by one.

Table 14: Results of Correlation analysis between Consumers Buying Behavior (D.V) and Independent variables is below.

Correlation between advertisement and consumer's buying behaviour that effects due to these factors	r value	p value
Necessity of advertisement	0.88	0.00
Pleasure of advertisement	0.72	0.00
Dominance of advertisement	0.84	0.00
Brand Recall advertisement	0.87	0.00
Stimulation advertisement	0.84	0.00

The above table shows the Pearson r value is much greater than p value, that is 0.00, and parallel side the sigma (2 tailed) "p" value is less than 0.05. So it's clearly indicating that the positive correlation is existing between the advertisement and consumer's buying behavior. It is clearly revealed that there

is a impact of advertisement on consumer buying behaviour.

Regression Analysis

The results are obtained through regression methods are shown following Table 15.

Table 15: The table shows the result of the Regression Analysis showing the Impact of advertisements on Consumers buying behavior.

Summary of Regression Analysis				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721	.520	.500	.34940
1	.598	.357	.344	.40016
1	.489	.240	.229	.43378
1	.709	.502	.488	.35341
1	.622	.387	.375	.39069

As per the results from the above table we analyzed that bi variate correlation r (R) is 0.721 that indicated a strong positive linear relation flanked by different advertisements and the consumer's buying behavior with their purchasing. The coefficient of determination r^2 (R square) of 0.520 that is indicating the advertising influence that make to change the buyer's buying behavior. It is due to those ads which consumer watch by different sources. However this could be overestimated so we used adjusted R square as the better estimate for the whole sample. The standard error of estimates was 0.349. When we see the adjusted R square, .500 (multiply with 100) is the 50.0 percent of variance in consumer buying behavior can be explained by one's necessity advertisement, .344 is multiplied with 100 we got the 34.4 percent of variance in consumer buying behavior by pleasure, 22.9 percent of variance in consumer behavior with dominance, 48.8 percent with Brand recall and 37.5 percent of variance in consumer behavior by stimulation. Therefore, the all five independent variables effects on consumer buying behaviour (dependent variable) and those are influenced on demand for consumer goods in the selected area.

Findings and Results

From the above results we have observed and analyzed that advertisement have its effects and every person is habitual to use the consumer goods in his or her life, consumers are familiar with the promotional activities of electronic and print media etc. The results are also in line that necessity advertisement, pleasure of advertisement, give the awareness regarding consumer goods, also described that the media have an influence on the consumer's mind and buying behavior and simultaneously with different age level people, whether they belong to the old age, middle age, teen age and even in the adult age. The results were also signified that dominance of an advertisement provide the awareness about prices, characteristics, quality, ingredients and many more things due to this usually consumers has move towards economic products. We've also found that the specific type of advertisement stimulate the consumer's buying habit so that buy the goods as soon as possible. The results are proved that on the behalf of necessity, pleasure, dominance, brand recall and stimulation advertisement affected on the consumers buying behavior.

Conclusion

From the above discussion we have drawn the conclusion that advertisement can change the behavior of the consumer's. Factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.

Recommendations

In the light of our empirical results we want to make the following recommendations:-

1. Consumer's buying behavior should be continuously observed while preparing the advertisement messages/Ads.
2. The advertisement messages must be clear so that the common consumers can also understand them.
3. Advertisement policy should be designed accordingly geographically, to keep in mind the socio economic status of the consumers.
4. Latest advertisement concepts of marketing should be introduced to achieve the maximum goal of the Companies
5. A creative way of advertisement must be adopted to catch the attention of the consumers.
6. Awareness and comparison ads will very helpful to catch the attention of the consumers, towards the desired consumer goods.
7. Online advertising can capture the attention of the internet users, they can directly order from the online web portal.
8. Self designing is very useful tool to attract their attention and liking view point, when they visit the shop, automatically shelf advertisement catch their interest and they will pick ad buy products.
9. Social media have a great influence now a days, advertisement through social media will be very fruitful to expand the sale of products.

Future Direction of Research

Consumer's buying behavior now moving from traditional advertisement to the latest technology like tabs and mobile phones etc, by adding the new variable like "information rates" that generally created by the environmental response. Because it will be explore the adoption process of the consumers. It will clearly give an idea about the psychological behavior of the consumers to show: who are "Early adopters", who are "early majority", who are "late majority" and finally who are the "laggards". It will indicate how products disseminate in the market.

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