

An Empirical Study on the Impact of Advertising on Buying Behaviour

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Introduction

Advertising plays a vital role in a competitive era. With all major and minor players in the market trying to impress the 'lord of the market', the consumer, advertising becomes an important tool among others in trying to persuade the consumer to buy a particular brand. Whether new or old, market leader or new entrant, everyone has an advertising strategy. However, over the years, doubts have been raised on the effectiveness of advertising and its impact on consumers. In a lot of cases, the impact of advertising has found to be negligible and also to an extent negative since, people believe that advertisements is all about half-truth and full lies. Also, the lack of legal enforcements meant that advertisers could exaggerate the features and performance of their offering to such an extent that people lost faith in message. However, there are some messages, which are still valued. This research paper intends to study the impact of advertisements on peoples' buying behavior. How much belief is there in the advertisements, what is the attitude towards advertisements and overall impact of advertisements? For this purpose a sample size of 500 respondents from across Gujarat was targeted and data was collected through a structured questionnaire.

Objectives

The main aim of this research was to study whether advertisements are effective or not. The effectiveness was studied in terms of their impact on buying behavior of respondents. The impact of advertisements was studied in terms of general impact, attitude and behavior towards advertising in Gujarat.

Literature review

D.Prasanna Kumar & K. VenkateswaraRaju¹ (2013) in their research paper suggested that advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services etc. According to the researchers, buying process is a decision – making process carried out by buyers under risk. Their research studied the relationship between emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 110 respondents. The basic purpose of this research was to understand the influence of advertising through attitudinal buying behavior of a consumer and also analyze the influence of Advertising between male and female.

Naveen Rai² (2013) found that advertisement worldwide influence the behavior and attitude formation of consumers not only in India but also worldwide. The researcher found out that consumers of durables products have their motivational sources in advertisements and the study suggested that advertisement motivates customers to materialize the purchase of durables. They are induced to a great extent by advertisements especially when the target is on quality and price. Further, purchase attitude and behavior was found to be influenced by variety of advertisements covering product evaluation and brand recognition.

Swati Bisht³ (2013) researched that there is a positive relation between TV Advertising and youth purchase behavior. Literature also suggested that there is a positive relationship between emotional

¹ D. Prassanna Kumar, K. VenkateswaraRaju, (2013), The Role of Advertising in Consumer Decision Making, *IOSR Journal of Business and Management*, Volume 14, Issue 4, PP 37-45

² Naveen Rai, (2013), Impact of Advertising on Consumer Behaviour and Attitude with Reference to Consumer Durables, *International Journal of Management, Research and Business Strategy*, Vol.2(2), PP 74-79

³Bisht Swati, (2013), Impact of TV Advertisement on Youth Purchase Decision – Literature Review, *Abhinav*, Vol. 2, 148-153.

response with consumer buying and TV Advertisements. Hence, it was concluded in the research that consumers purchase products by emotional response, rather than environmental response.

Dr. Sindhya V⁴ (2013) observed that awareness level about effect of advertisement is relatively better in student teachers. It was found that many are active listeners of media and gather information regarding new products, market trends and product comparisons. It was observed that female students are more interested in jewelry and cosmetics, whereas, male students like automobile and electronic equipment. The research found that some consumers rely on advertising claims and personal experience to form their own judgements about advertised products. The study hypothesized that advertisements contain content that is consistent with their preferences will be viewed as believable compared to advertisements that contain ad content that is inconsistent with their perceiving-type preferences.

Ronald Paul Hill⁵ (1988) opined that current literature in the area of mood has focused on the ability of advertisements to elicit particular mood states or on the effects of mood on the processing of information contained in ads. However, this research stream has neglected the possible interactive relationship between the current mood of consumers and the mood intrinsic to and the information contained within the advertisement. This paper discusses possible mood management strategies of consumers when they evaluate advertisements and presents a simple framework for understanding this phenomena.

Objectives

- To study the general behavior of students regarding exposure to advertisements.
- To study and analyse general impact of advertising on student behavior.
- Examine the attitude of students towards advertisements.
- Examine and study behavior of students towards advertisements.

⁴Sindhya V, (2013), A study on the Influence and Impact of Advertising to Consumer Purchase Motive among student teachers, *IOSR Journal of Research & Method in Education*, Vol. 2 (4), PP 1-5

⁵ Ronald Paul Hill (1988), "The Effects of Advertisements on Consumers' Mood States: an Interactive Perspective", *NA - Advances in Consumer Research*, Vol.15, Pages: 131-134

Research Methodology

For this descriptive and exploratory research, data was collected from 500 respondents of Vadodara city in Gujarat, India. For this, a structure questionnaire was designed having four divisions. First part of the questionnaire collected demographic information about the respondents. The second part studied the general behavior of respondents regarding exposure to advertisements. For this data was collected on time spent watching television, what factors in an advertisement attracted them more and who influenced their purchase decisions. The third part of the questionnaire collected information on general impact of advertisement on students. The fourth part collected information on students' attitude towards advertisements and finally the last part had questions intended at study of students' behavior towards advertisements. Part three onwards, the questionnaire was designed in the form of statements on a five point scale with 1 as "strongly disagree" and 5 as "strongly agree". The data collected was found to be highly consistent based on the Cronbach alpha value of 0.793.

Data Analysis

On the basis of data collected, following Table 1 presents the demographic characteristics of the respondents.

Table 1: Table Showing Demographic Characteristics of Respondents in Vadodara

Age	N	N%
10-20	89	17.8
21-30	224	44.8
31-40	187	37.4
Total	500	100

Gender	N	N%
Male	312	62.4
Female	188	37.6
Total	500	100

Education	N	N%
Under Graduate	103	20.6
Graduate	223	44.6
Post Graduate	132	26.4
Professional	42	8.4
Total	500	100

The following Table 2 shows the amount of time spent by respondents watching television.

2. Table Showing Time Spent on watching Television in Vadodara

Time	N	N%
30 Min.	78	15.6
60 Min.	134	26.8

120 Min.	222	44.4
180 or More Min.	66	13.2
Total	500	100
Mean (Minutes)	98	
T-value	31.158	p=0.00
Chi Square	54.556	p=0.00

From the data collected, it was observed that majority of the respondents watch television for 1 hour to 2 hours (71.2%). This implies that there is substantial exposure to television advertisements. Apart from TV advertisements, respondents also are exposed to newspapers, radio and the internet. All the respondents surveyed in this research said that they read newspapers, listen to radio and use the internet.

After ascertaining the exposure levels of respondents to advertisements through various media types, detailed analysis was carried out specifically regarding the advertisements to which they are exposed on a routine basis.

Table No.3 shows which factor influences respondents the most when they are watching advertisements.

3. Table Showing Most Attractive Feature of Advertisements in Vadodara

Feature	Mean	S.D.	Chi	Sig.
Colour	2.41	0.85	39.31	0.00
Actor	2.45	1.07	15.44	0.00
Appeal	1.78	0.99	37.60	0.00
Music	2.00	0.97	35.34	0.00

(χ^2 = Chi-square, Sig. = Significant at 5%, SD = Standard Deviation)

Respondents were asked to provide ranks to the factor that they feel attracts them the most. By carrying out mean analysis, it was found that the appeal that is made through the advertisement is the most important factor and attracts most of the respondents. A mean value of 1.78 shows high level of attraction. Further analysis shows that of all the factors, the actor who endorses the brand in the advertisement is the least attractive factor with mean 2.45. Also, the data was found to be highly significant in all the cases. Thus, it could

be said that the most attractive feature in an advertisement in Vadodara was the theme or appeal of the message.

4. Table Showing Effect of Factors Influencing Purchase Decision of Respondents in Vadodara.

Factor	Mean	S.D.	Chi	Sig.
Advertisements	2.64	1.01	30.35	0.00
Friends	2.23	0.96	60.25	0.00
Parents	2.19	0.99	52.53	0.00
Self	1.66	0.92	36.82	0.00

(χ^2 = Chi-square, Sig. = Significant at 5%, SD = Standard Deviation)

Table 4 suggests that the most influencing factor affecting purchase decision of respondents in Vadodara was self. Advertisements were found to be insignificant in terms of their influence on purchasing decisions of respondents (Mean = 2.64). It was found that respondents themselves were taking their own decisions to make a purchase. (Mean = 1.66). The second most influencing factor was found to be parents (Mean =2.19), followed by friends (Mean = 2.23).

After the basic study of most attractive features of advertisements and the factors that influence purchase decision of customers in Vadodara, further detailed analysis was conducted to find out the overall impact of advertisements, attitude of respondents towards advertisement and behavior of respondents towards advertisements in Vadodara.

5. Table Showing Effect of Advertisements in Vadodara

	Mean	S.D.	Chi	Sig.
General Impact of Advetising	2.31	0.44	38.59	0.00
Attitude towards Advertisements	2.42	0.47	44.63	0.00
Behaviour towards Advertising	2.74	0.47	36.52	0.00

It can be observed from Table 5 that the overall impact of advertisements in Vadodara was not overwhelming. A mean value of 2.31 for general impact of advertising suggests slightly positive impact, but not very high. A mean value of 2.42 for attitude towards advertisements suggests a neutral attitude of respondents to the advertisements they are exposed to. Thus, advertisements alone would not result in the product or service being

sold. Also, the overall behavior of respondents which included their beliefs also, shows a slightly negative value of 2.74. This means that respondents don't regard advertisements very highly in Vadodara. The results obtained were found to be significant as can be seen from the chi square analysis.

Findings

It was found that on an average, people spend 98 minutes watching television in Vadodara. From this study it was identified that when respondents are exposed to various advertisements, the feature that them the most was found to be the appeal or theme of the advertisement. Thus, the message content that is passed on through advertisements attracts more people as compared to the music or the actor promoting the product or service. When it came to actual purchasing of a product or availing of a service, advertisements were found to be the least effective in Vadodara. People themselves were making decisions about which offering to buy rather than depending on advertisements. This could be further seen in the overall impact, attitude and behavior of respondents towards advertisements. The general impact of advertisements was found to be negligible in Vadodara. Also, the attitude of respondents towards advertisements was neutral to slightly positive. However, the behavior of the same respondents was found to be slightly negative. This further justified that advertising had the least impact on purchasing decision of respondents in Vadodara.

Conclusion

Thus, it can be concluded from this study that though advertisements play a vital role in promoting a product or informing consumers about an offering, its overall impact was less and heavy advertising and promotion would not necessarily result into larger market share.

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