

Analysing the influence of adverting on the consumer decision making process

Dr. Ashutosh Kumar Singh

Assistant Professor, Department of Business Economics, VBS Purvanchal University, Jaunpur, Uttar Pradesh, India

Abstract

Advertising has always been the most significant tool of communication for the marketers. Advertising in different media aim to disseminate information to the prospective customers about the product and its features using different strategies. Advertising has influenced the buyer behavior as is found in different researches. The present study focuses on the impact of the advertising on the consumer purchase decision and the attitude of customers towards advertisements across demographic profile like age and income. The findings of the study shows that the customers in the different age group have different feelings towards the advertisements effect. It is also revealed in the study that the customers in the different income slab has also varies attitude towards the impact of the advertisements.

Keywords: advertisements, purchase decision, age, income

Introduction

All the consumers are exposed to heavy dose of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. Of all marketing techniques used by marketers, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007) [7]. The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product users. In today's cut throat competition advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products. In a study by (Latif *et al.* 2011) it was found that the advertising may also create brand choice among the customers. It is also believed by marketers that in the competitive market, differentiation in communication is the only weapon which can develop desire among the customers. The extensive use of celebrities in the advertisements is an attempt to attract those customers who may relate and identify themselves with the celebrity endorsed product and services. Enormous efforts and money is invested in the development of a persuasive and compelling advertisement.

Buying behavior is a process by which a people search for the product/services they need or want, make decision to buy the required and most suitable one from different alternatives, use and the dispose it.

Literature Review

Effective advertisement influences the attitude towards brand and eventually leads to purchase intention (Goldsmith & Lafferty, 2002) [6]. Morden (1991) is of the opinion that the advertisement is fundamental tool for awareness and dissemination of knowledge of goods and services. Adelar *et al.* 2003 in their study found that it is not only visual or verbal media content that will affect consumers' purchasing decisions, but rather the way in

which different media formats are integrated or related to each other for stimulating the greatest effect on impulse buying intent and emotional responses. The study predicts positive impact of TV advertisement on customers' attention to advertisement, interest for purchasing, desire for purchasing, action of purchasing and customers' satisfactions (Mohammad Esmaeil Ansari *et al.* 2011) [9]. According to Anand *et al.* (2009) [2] every advertisement strategy focuses on two main characteristics which are targeting and information content of the advertisement. Emotional advertisement is more effective as the customers ultimately give more response to that product (Brassington F. and Pettitt S 2000) [3]. Priya *et al.* (2009) [10]. analyzed the impact of children's attitudes towards television advertisements on their resultant buying behavior. Laroche, *et al.* (1996) [8]. also testified that advertising endorser's exposure rate can change consumer preference and attitude and promote purchase intention. Celebrity advertising can transfer a celebrity's attitude and feeling from consumers to a product (Chi, Yeh, & Huang, 2009) [4]. Anand, Holbrook, and Stephens (1988) [1], and Laroche, *et al.* (1996) [8]. also testified that advertising endorser's exposure rate can change consumer preference and attitude and promote purchase intention.

Research Methodology

The present study uses purchase intention as the dependant variable and advertising as the independent variable. Structured questionnaire is used to collect the responses of the respondents using the survey techniques. The sample size of the survey is 150. The sampling area selected for the study is Varanasi and Jaunpur district of Uttar Pradesh. Convenience sampling technique was adopted in this study. The questionnaire was send to the respondents through email and also collected through face to face interaction.

Data Analysis

Hypothesis H1: There is significant difference in the purchase influence across different age groups.

To test the above hypothesis One way ANOVA is being used.

Table 1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I get motivated by the advt and like to purchase.	Between Groups	46.202	2	23.101	32.919	.000
	Within Groups	103.158	147	.702		
	Total	149.360	149			
Advts induces me to go for further research in the product	Between Groups	4.387	2	2.193	5.122	.007
	Within Groups	62.946	147	.428		
	Total	67.333	149			
I have found myself relying on the claim of the advt	Between Groups	13.009	2	6.504	24.858	.000
	Within Groups	38.465	147	.262		
	Total	51.473	149			
Advts are useful in comparing products	Between Groups	13.844	2	6.922	15.189	.000
	Within Groups	66.990	147	.456		
	Total	80.833	149			
I get influenced by the advertisements and eventually decide to buy	Between Groups	18.164	2	9.082	24.129	.000
	Within Groups	55.330	147	.376		
	Total	73.493	149			
Rational advertisements are more influencing in purchase decisions	Between Groups	1.746	2	.873	1.875	.157
	Within Groups	68.447	147	.466		
	Total	70.193	149			

Table 1 shows that there is significant difference in the purchase intentions across the different age groups except the intention that the rational advertisements are more influencing in purchase decisions. It implies that the

customers in the different age groups feel that the rational advertisements influence customers of all age groups.

Hypothesis H2: There is significant difference in the purchase intentions across different income groups.

Table 2: shows that the purchase intentions is different in different income groups.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I get motivated by the advt and like to purchase.	Between Groups	47.632	2	23.816	34.414	.000
	Within Groups	101.728	147	.692		
	Total	149.360	149			
Advts induces me to go for further research in the product	Between Groups	19.282	2	9.641	29.494	.000
	Within Groups	48.051	147	.327		
	Total	67.333	149			
I have found myself relying on the claim of the advt	Between Groups	16.503	2	8.252	34.687	.000
	Within Groups	34.970	147	.238		
	Total	51.473	149			
Advts are useful in comparing products	Between Groups	15.863	2	7.932	17.946	.000
	Within Groups	64.970	147	.442		
	Total	80.833	149			
I get influenced by the advertisements and eventually decide to buy	Between Groups	5.245	2	2.622	5.648	.004
	Within Groups	68.249	147	.464		
	Total	73.493	149			
Rational advertisements are more influencing in purchase decisions	Between Groups	11.788	2	5.894	14.834	.000
	Within Groups	58.406	147	.397		
	Total	70.193	149			

Mean score of attitude towards the advertisements

Table 3

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Advertisements results in exposure about the product	150	2	5	3.69	.612
Advertisements arouses the curiosity about the product	150	2.00	5.00	3.6733	.79846
Advertisements results in creating awarenss about the product	150	2.00	5.00	3.4667	.75677
Informational advertisements creates interest in the product	150	2.00	5.00	3.3267	.79846
Effective advertisements motivates to buy the product	150	2.00	5.00	3.3933	1.11666

Advertisements helps in knowing about the product	150	3.00	5.00	3.7333	.84079
Advertisements can change the attitude towards the product.	150	2.00	5.00	3.5867	.78737
Effective advertisements leads to the purchase of the product	150	2.00	5.00	3.7200	.68659
Valid N (listwise)	150				

The above table shows that the customers feel that the advertisements are indeed useful, informative and help in creating awareness about the product. The mean score across all the attitudinal statements is more than 3 and the highest score is given to Advertisements helps in knowing about the product and Effective advertisements leads to the purchase of the product.

Discussions and Conclusion

The study shows that the feelings of the customers towards the advertisements are different across the various age groups and also across the different income groups. Younger generation is more influenced to advertisements as compared to older age groups. Higher income group are more rational in their approach to the content of the advertisements and confine themselves to the extent of knowing about the new products through the advertisements. People of the all the age groups unanimously believe that advertisements results in exposure about the product, arouses the curiosity about the product, are informative in nature.

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