

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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IMPACT OF ADVERTISEMENT ON CONSUMERS' BUYING BEHAVIOR: A STUDY ON FMCG PRODUCTS IN LUCKNOW CITY

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ABSTRACT

The purpose of present study is to investigate the impact of advertisement on consumer behavior on college students (N = 100). This paper aims to explore the role of advertisement on attitudes towards buying behavior. A questionnaire has prepared to evaluate the impact of advertisement. The sample data has been collected from college students, between 18-26 age group. As a whole seven brands of body and detergent soaps has been taken into consideration as FMCG's brands like Lux, Pears, Dettol, Dove, Fiama D' Wills, RIN and Surf Excel. Data collection were made in respect of their co-relations with advertisements. As a result, mean, standard deviation frequency and percentage were used and presented in tabular format. These results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior. The model used therein influenced the consumers more as compared to traditional mode of advertisement. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior. The most preferred brand is DOVE and second preferred brand is PEARS. Further, Surf Excel's ad effects more consumers than RIN. However, consumers prefer RIN to Surf Excel due to lower price of RIN. Consumers were attracted and influenced by the flash of advertisement on the silver screen.

KEYWORDS

Consumer Buying Behavior, Impact of advertisement, College students.

INTRODUCTION

Advertising is a growing business in India today. It has been gaining importance in its economy. The significance of advertising continues to increase year by year. The host of new products marketed, the expenses and the risks involved in launching them, and the low cost of personal selling are among the conditions which have placed a heavy responsibility on the advertising industry. In India, with its growing productive capacity and output, there is a need for finding consumers for this growing output, and advertising plays an important role in the process of moving the goods from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (gross national product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes. Many advertisers and agencies believe that advertising creates "magic in the market place" (Russell & Lane, 1996).

It is evident from definitions of advertisement that with the change in times there have been changes in the way advertising is perceived. However, in spite of all these changes advertising has always been a very strong institution, which has continued to influence our lives since the beginning of time. So advertising is a way of gaining sales effectiveness and of keeping selling expenses low. Advertiser wants to be certain that he, his store, and his product are identified in the advertisement and he is gaining benefit from it, even when he cannot be there to deliver the message in person. Advertising and other marketing expenditures incurred by a firm are expected to create a stock of goodwill which may generate profits for the firm not only in the current period but also in future. It is considered at one of the most important weapons to face and deal with competitions in the market place.

Researchers are agreed on these six fundamental principles on which advertising campaign run:

- (a) to secure attention;
- (b) to arouse interest;
- (c) to develop and sustain interest;
- (d) to create desire;
- (e) to incite action and
- (f) to create good will.

After choosing an appropriate strategy and deciding upon the advertising objectives, media selection is the next important consideration. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation, from which electronic media is more common to all.

Consumer buying behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, anthropology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies features of individual consumer such as demographics, psychographics, and behavioral variables in an effort to understand people's wants. It also tries to measure influences on the consumer from groups such as family, friends, reference groups, and society in general. Developing effective advertisements represent key ingredient marketing communications efforts. The advertising team should define the objective of advertisement; the target audience, the message theme used, the type of support needed, and any constraint apply. Then a creative works within the context of key advertising theories in selecting the correct media and designing a leverage point and message appeal that work effectively. The hierarchy of effects models suggest consumer move through a series of stages as they are persuaded to make a purchase.

- (a) Awareness.
- (b) Knowledge
- (c) Liking
- (d) Preference

(e) Conviction

(f) Actual purchase.

The hierarchy of effects model can be combined with the three main elements present in attitudes; (1) cognitive, (2) affective, and (3) conative components. Advertisements are design to influence affective feelings cognitive knowledge, or conative intention to act or behave based on attitude. The process of designing ads for international markets is quite similar to that for domestic ads. The major difference is careful consideration of local attitudes with due care given to the language, custom and fashions'. (Kenneth E.Clow and Donald Baack, 2012)

RATIONALE OF THE STUDY

This research was conducted to find out the impact of advertisement on consumers' behavior with reference to their fast moving consuming goods (FMCG's) for this purpose seven soap brands was taken and advertisement effects were checked out. Advertiser and marketers are more concerned to know what are the consumer's motives and their purchasing pattern in order to use different strategies to influence their consumer behavior and FMCG's are the main focus of marketing researchers. The consumers use FMCG's in daily routine and demand uniqueness and variety among them that is why marketer's focused heavily to judge psyche of consumers; what they like, why they like and what will be appreciable in FMCG's products.

Advertisements of FMCG's are mostly concern about variety, upgrading of products, saving schemes to make it more influencing and effective for consumer's psyche, so it is important to find out the elements of good advertisements as if the consumers are prone to the advertisement effectiveness then, which element of advertisement is more effective? Does the income play a role in determining advertisement effectiveness or not?

UNDERSTANDING CONSUMER BEHAVIOR

Consumer buying behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, anthropology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies features of individual consumer such as demographics, psychographics, and behavioral variables in an effort to understand people's wants. It also tries to measure influences on the consumer from groups such as family, friends, reference groups, and society in general. The study and knowledge of consumer buying behavior helps to firms to decide their marketing strategies and product offerings. The decision to buy milk, bread, a cake, personal computer and a new car all are very different. Expensive purchases are likely to involve more buyer deliberation and more participants.

REVIEWS OF LITERATURE

Amit Kumar (2011) in his paper 'Celebrity Endorsements and its impact on consumer buying behavior' focuses on the perception of Indian consumers about celebrity endorsements, the celebrity attributes likely to influence consumer purchase intentions. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This made the author curious to explore the impact of celebrity endorsements on consumer buying behavior.

Aneesa Bashir and Najma Iqbal Malik (2009), concluded in their study, "Effect of advertisement on consumer behavior of university students" that advertisement persuades the consumer to at least buy the product once in a life time. Personality used in commercials influenced the consumers more as compare to keyword/caption. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compare to others (friends, neighbours, reference group) opinions.

T.Mamatha (2008) in her study 'Post purchase behavior and consumerism' says that consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this assumption, one must agree that behavior is not so erratic or mysterious that it defies explanation.

Dinesh Kumar Gupta (2007), in his research 'Impact of celebrity endorsement on consumer buying behavior and brand branding' aim to describe the celebrity endorsement increase consumer attractiveness for product than non-celebrity endorsement and bring magic to brand and make them more appealing and successful but while using celebrity endorsee, marketer has to take care of all the aspect that whether the brought personality and image of celebrity matches or not, whether celebrity endorsee has deep penetration among the masses or not, whether he is considered as credible source or not etc.

Susan Chirayath (2007), says in their research 'Impact of Promotional Activities on Consumer Buying Behavior' that, FMCG Sector in India is characterized by cut throat competition, which leads to brand proliferation in various categories. In matured urban markets consumer sales promotion to differentiate one's offer is a very common practice. In fact consumers are lured by the ever increasing budget allocated to these activities. In such a scenario it is very essential to study how consumers make their choices in FMCG category where there are several brands in the consideration set of the consumer. Since the final risk being low, consumers do not mind switching from one brand to another due to sales promotion offers. Thus it becomes imperative to the marketer to learn about consumer preferences with respect to sales promotion offers, what schemes do the consumers prefer for what kinds of brands, which media they prefer to learn about the schemes, whether they prefer incentives immediately or at a later date.

Tsai, Liang, and Liu,(2007), explored out that the concept of advertising makes it possible to involve the consumers which greatly affect the buying decisions of the consumers.

J. Varaprads Reddy,(2006), in his study 'Role of Advertising in Creating Brand Personality' says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

Dr. Vijay Pithadia (2006) in his study 'Evaluating International Advertising Techniques & Opportunity' explain the public perception of advertising has become very negative. It is seen as a medium that inherently promotes a lie, based on the purpose of the advertisement - to encourage the target audience to submit to a cause or a belief, and act on it to the advertising party's benefit and consequently the target's disadvantage. They are either perceived as directly lying (stating opinions or untruths directly as facts), lying by omission (usually terms or conditions unfavorable to the customer) or portraying a product or service in a light that does not reflect reality. It is this increased awareness of the intention of advertising, as well as advertising regulations that have increased the challenges that marketer's face.

Srikant Kapoor(2006), describe in the study 'Advertising revisited-The Good, Bad, & Ugly' that difference in presentation of a Good, Bad & Ugly advertisement is mainly owing to the sponsor's view point & artists creative choices. However, someone has to be wasteful about what can be shown in public & what should remain hidden. Money making through unacceptable means may be prevented by law but awareness about what is good & what is not, is also important to discourage bad practices. If ignorance of law is not excused, ignorance about good & bad taste should not be excused. It may have far more significance for the betterment of the society, & its people.

Chen and Lee (2005), in their research say that based on the previous studies regarding the consumer behaviors, there are three influential factors that affect the consumer decision when buying. They are enumerated as external influences, internal influences and the marketing influences in which the advertising, product promotion, and pricing technique are found. Definitely, the marketing activity such as advertising affects both internal and external behavior of the consumer. Most especially, the consumers' perceptions are influence through the exposure such as seeing an advertisement; attention which means that the consumer recognizes the advertisement; awareness which is common if the advertisement involves some humor; and the retention that keeps or stays in the mind of the consumer.

Gwin & Gwin, (2003) says in their study that advertisement can change consumer's perception of a product in terms of attributes content and proportion and also influence consumer's taste for attributes.

Maldonado, Tansuhaj & Muehling,(2003); Hogg & Garrow,(2003); Putrevu, (2001) concluded that advertisers must remember that advertising messages are interpreted differently between different genders.

Pietes, Warlop and Wedel, (2002) ‘Ads originality’ as defined from where easier for customer to remember than ordinary ads by increasing attention to it. This thus increased attention to the brand being advertised

Wells, Burnett & Moriarty(2000), in his research made available the information that media is the vehicle that is used for the delivery of the message. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, out door display and transportation.

Shahid,(1999) in his research says that researchers are agreed on these six fundamental principles on which advertising campaign run: to secure attention; to arouse interest; to develop and sustain that interest; to create desire; to incite action and to create good will. After choosing an appropriate strategy and deciding upon the advertising objectives, media selection is the next important consideration.

OBJECTIVE OF THE STUDY

- To study consumers’ buying behavior in purchasing FMCG Products.
- To explore the impact of personality used in advertisements on consumer behavior.
- To find out the acceptance of advertisement due to appeal used in it.
- To determine the impact of keyword/caption/slogan of advertisement on purchasing behavior of consumers.

SCOPE OF THE STUDY

The present study helps in exploring the impact of advertisement on customer behavior, It is understood that advertisement is not only use for awareness about the product and services it also play an important role in brand emotion, selection option and preference towards the products and also sales of the products.

NEED OF THE STUDY

It is a matter of fact that all the companies spend a lot of money on advertisements to establish the product in market as well as brands. It is also important for the companies to know whether their advertisements are effective or not.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design is a detailed blue print used to guide the research study towards its objectives. In this study the researcher will use descriptive design.The main purpose of the present study is “To know the Impact of Advertisement of consumer buying behavior” on FMCG products among college students. A survey was conducted amongst the college students and a thorough analysis was made.

SAMPLE SIZE

A sample of “100” students was taken for the purpose of study and analysis. The sample size consist age group of 18 to 26 years. They all were viewers of electronic advertising.

SAMPLING UNIT

Sampling unit consists of all consumers having interest in FMCG goods in Lucknow City, U.P.

SAMPLING TECHNIQUE

Convenience sampling technique (non probability sampling) was used for the survey. Questionnaire filled by the selected customers.

DATA COLLECTION

data was collected through primary and secondary sources.

1. Primary data: primary data was collected with the help of well structured questionnaires and schedules administered among 100 respondents.
2. Secondary data: Secondary data will be obtained from various published reports, research studies, bulletin, Government’s publications etc.

TOOLS AND TECHNIQUES

Present research is based on quantitative descriptive approach, so it requires statistical treatment of the data. Different tools and techniques will be used to analyze the data, collected through well structured questionnaire and schedule. Weighted mean, Standard Deviation will be used.

DATA ANALYSIS

FACTORS EFFECTING CONSUMERS’ BUYING DECISION

TABLE 1

Factors	Mean	SD
Advertisement & sales Promotion	4.18	0.95
Price & Discount	3.89	1.12
Quality	3.77	1.17
Income	3.01	1.40
Word of Mouth	2.99	1.35
Emotional Attachment	2.91	1.12
Festival Season	2.88	1.41
Goodwill	2.72	1.14
Visual Merchandising	2.60	1.33

Table 1 is showing the particular factors which affect the consumers’ buying behavior, in reference to body and detergent soaps. These factors have been ranked in the table as per their weighted mean.

FREQUENCY AND PERCENTAGES OF FACTORS INFLUENCING PURCHASE OF THE BRAND

TABLE 2

Factors	Frequency & Percentages
Family	15
Doctors	12
Advertisements	35
Self	27
Others	11
Total	100

Table 2 is exploring that the role which advertisements play can not be neglected. According to study it is found that advertisements influence the consumers a great deal in selecting a soaps. Next come self that is the consumer himself and then comes the role of family and doctor. At many times someone’s reference also helps in selecting a brand.

FREQUENCY AND PERCENTAGES OF PERSUASION DUE TO ADVERTISEMENT

TABLE 3

Response category	Frequency & Percentage (%)
Mostly Persuaded	42
Sometimes Persuaded	33
Never Persuaded	25
Total	100

The three basic things in advertisement that can influence the viewers were personality, caption, and appeal. Results in table no.5 showed that almost 33-42% respondents were persuaded to purchase the product due to advertisement, whereas 25% respondents were never persuaded (see Table 3).

FREQUENCY AND PERCENTAGES OF IMPACT OF APPEAL IN ADVERTISEMENT ON CONSUMER BEHAVIOR

TABLE 4

Response category	Frequency & Percentage (%)
Mostly Persuaded	37
Sometimes Persuaded	54
Never Persuaded	07
Total	100

Table No. 4 showed that 37% of the respondents were mostly influenced by the appeal and 54% were sometime influenced by appeal in the advertisement whereas 07% of respondents were never influenced from the appeal used in advertisement, which means that advertisement did effect consumer behavior to a greater extent. But to find out weather its effectiveness motivates them to purchase the product at once or not further analyses were done.

FREQUENCY AND PERCENTAGES OF IMPACT OF PERSONALITY ON CONSUMERS' BUYING BEHAVIOR

TABLE 5

Response category	Frequency & Percentage (%)
Mostly Persuaded	37
Sometimes Persuaded	34
Never Persuaded	29
Total	100

Another most persuasive component of advertisement was personality. Impact of personality used in commercial was also explored and results in the above table revealed that 37% of the consumers were mostly influenced by the personality used in advertisement of specific brand. But 29% consumers were never influenced by personality used in commercials (see table 5).

FREQUENCY AND PERCENTAGES OF IMPACT OF KEYWORD / CAPTION OR SLOGAN ON CONSUMERS' BUYING BEHAVIOR

TABLE 6

Response category	Frequency & Percentage (%)
Mostly Persuaded	36
Sometimes Persuaded	49
Never Persuaded	15
Total	100

The results also indicated that only 36% - 49% of consumers were influenced by keyword/ caption/slogan used in advertisement of specific brand whereas 15% had no influence of keyword / caption (see Table 6).

RELATIONSHIP BETWEEN EFFECTIVENESS OF APPEAL AND PURCHASING PATTERN

TABLE 7

Appeal Immediate Purchase	Mostly	Some time	Never	Total
Yes	14	15	06	30
No	25	35	10	70
Total	39	50	16	100

Table 7 revealed that the effectiveness of appeal and the purchase of product had non significant relationship.

RELATIONSHIPS BETWEEN PERSUASION AND KEYWORD/ CAPTION OF ADVERTISEMENT

TABLE 8

Caption/word –persuasion	Mostly	Sometimes	Never	Total
Mostly	17	21	08	48
Sometimes	11	16	09	36
Never	02	03	13	16
Total	30	40	30	100

Results in the table revealed that persuasion is highly positively associated with keyword / caption used in commercial (see Table 8).

BRAND PREFERENCE OF CONSUMERS

Consumer brand preference (body soaps)

TABLE 9

Brand	Mean	SD
Dove	4.36	0.88
Pears	4.16	0.92
Dettol	3.77	1.22
Lux	3.53	1.35
Fiama D' Wills	2.71	1.42

TABLE 10

Brand	Mean	SD
RIN	4.50	0.74
SURF EXCEL	4.42	0.81

Table 9 shows Dove topped the preference of product in the category of body soap with 4.36 mean of the consumers expressing their preference. On the other hand, in the category of detergent soap (Table 10) RIN is preferable to Surf Excel due to price difference.

FINDINGS

1. The ads might be persuasive because firstly it had exposure to the audience; secondly once the audience had been exposed to the message, they became attentive towards it.
2. For the purpose making ads persuasive, advertisers designed intrusive ads, used loud and bold effects to attract viewers attention like "Good for health".
3. Consumers noticed something that was new, novel and surprising like Surf Excel's tagline "DAAG ACHCHE HAIN" and Rin's slogan "DUGUNI SAFEDI DUGUNI CHAMAK" while focusing on its 'whitening ability'. It can be said that in order to be more effective and persuasive, ads of specific brands carried all the characteristics of a great ad, which are strategy, creativity and execution.
4. Results also revealed that there was non-significant relationship between effective appeal and purchasing pattern of consumers. So it can be concluded that after watching the advertisement it is not necessary that people will rush to buy the product due to impact of appeal used only, unless the product seems satisfactory to them.
5. The second component of advertising is personality used in commercials. The results indicated that the personality used in commercials of particular brands of soap had the greater impact on consumers.
6. In the category of body soaps, personality used plays a very important role in persuasion of buyers atleast once to buy a product. Almost all body soaps commercial use personalities/ celebrities like Hema Malini and Madhuri Dixit endorsed Lux soap. Not only in India, but also in foreign countries film stars of that particular country endorsed for Lux. For this, Lux used Tagline "Beauty soap of film stars".
7. Detergent soaps got attention of buyers due to captions and keywords used where as body soaps captured market by having celebrities in ads.
8. Keyword / captions are used in commercials as an influential and attention gaining components. Captions like (the new); (the improved) and (better than ever) attract the attention of consumers for life long period of time.
9. It was also clear from results that there was a significant relationship between persuasion and keyword / caption of commercial. So it means that in order to fulfill the needs of innovations of consumers, advertisers repeat the same brands with these effective captions.
10. People prefer Dove and pears due to good quality first and then due to advertisement of them, then comes Dettol with its medicated characters Lux and Fiamia D' Wills comes after then.
11. In the category of detergent soap Surf Excel's ad effects more consumers than RIN. However, consumers prefer RIN to Surf Excel due lower price of RIN.
12. From these results it can be argued that people also use active learning process in changing their attitudes towards particular brand. Advertisements comes first in factors effecting consumers' buying decision.

SUGGESTIONS

On the basis of the study following suggestions can be made:

1. To make advertisement further effective the companies should start or engaged such personality who is matching or truly representing to the products because most of the time, it has been observed through the study that people recall the product by personality who is engaged in that advertisement.
2. The companies should concentrate more on satellite channels for advertisement, as mostly people get attracted through television only at present.
3. The companies should focus on its language, presentation and value of advertisement because most of the people remember the advertisement of companies only because of these factors.
4. The companies should also use time to time some more and new attractive system of word of mouth advertisement to keep alive the general awareness in the whole market.
5. The company should always be in a position to receive continuous feedback and suggestions from its customers.
6. Companies should create those advertisements which look real and can connect to consumers directly because people do not react in favor of things that seems fake in any commercial.

CONCLUSION

Although the environmental factors are important in decision making and getting information but the most reliable and trustworthy source is the ad of particular brand. Opinion leaders (models) work as the informative agent, so advertisement becomes a reliable source. All these issues covering appeal phenomena including attractive personality, keyword / caption and source of information concluded that advertisement had a positive impact on consumers. In order to be more effective and influential in a positive manner, the ad of particular brand must have all the qualities of a good ad. In a nutshell it was concluded that advertisement appeal and its effectiveness was positively related. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects.

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