



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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ADVERTISING AND CONSUMER BUYING BEHAVIOUR: A STUDY WITH SPECIAL REFERENCE TO NESTLE LTD.

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ABSTRACT

The study attempts to analyze the impact of advertising on consumer buying behavior. Market provides a key to gain actual success only to those brands which match best to the current environment i.e. "imperative" which can be delivered what are the people needs and they are ready to buy at the right time without any delay. The study, based on an analytical approach on a survey of 200 randomly selected consumers in Agra city, examined the role played by advertising in influencing consumers buying behavior for Nestle, which is one of the leading nutrition, health and wellness company. Results reveal that consumers are highly influenced by advertising in their preference for the brand. The mean value of the consumers' preference for Nestle is 4.36 which is the highest in comparison to the various brands. The major reasons for this preference are its attractive advertising policy and rich quality. In this reference, the survey reveals that TV advertisements of Nestle influence the buying of consumers the most. The creative presentation and language of TV advertisements of Nestle are successful to convey Message, Emotion, Value system regarding the product. The study clearly reveals that the advertisement has its impact on buying behavior of consumers. Therefore, it is advisable to companies to emphasize their advertisement campaign not only to retain their market but to height it also.

KEYWORDS

Buying behavior, Advertising, Buying decision, Brand decision

INTRODUCTION

In order to stay in business a company must make adequate sales from its products to cover operating costs and post reasonable profits. For many companies, sales estimate is the starting point in budgeting or profit planning. Sales decisions are a challenging one which has to take by each business executive in his / her life. The external factors like – income of the consumers, government policies, competitive environment oppose number of challenges to forecast the potential customers' demands accurately.

Considering, hence, the importance of sales for business existence and the connection between customers and sales, it is necessary for organizations to launch such programs that can influence consumers' decision to purchase its products. This is, where, advertising is relevant. Advertisings is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision¹.

UNDERSTANDING OF CONSUMER BUYING BEHAVIOUR

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. Following are the important issues that have significant influence on consumer's psyche and their ability to take decisions:

- Their Age, Religion, Culture, Income, informal group and Reference Group.
- How consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- how the consumer is influenced by his or her environment (e.g., culture, religion, custom, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer;
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding of these issues helps companies to adapt strategies by taking the consumer into consideration.

EFFECT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

Advertising is basically a type of communication. It attempts to persuade potential customers to purchase or consume a product or service. It is designed in such a way that it creates and reinforces brand image and brand loyalty.

Thus, advertising plays a very important role in forming consumer buying behavior. Advertising is usually important for triggering the first time purchase of the product. Then, if the consumer likes it, he will purchase the product again. However, if the advertising and promotion portrays a good image of the product, the repurchase of the product is guaranteed.

Buyers of convenience goods are especially affected by advertising. Advertising plays a vital role in reminding consumers of the brand name. Thus, a strong brand image portrayed through advertising would ensure the repurchase of convenience goods.

SUMMARY OF PREVIOUS STUDIES

Advertising is more than a tool for selling. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to create distinctiveness and preference.

To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of Researches undertaking in this area. Although the review involved a large number of studies only a few studies which has direct and indirect bearing in the present study has been summarized:

Amit Kumar (2011)² 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.

T.Mamatha (2008)³ 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)⁴ 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)⁵ 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.

J. Varaprasad Reddy (2006)⁶ 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)⁷ 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 Kapoor⁸ 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.

NEED OF THE STUDY

We have seen the number of factors is going to affect the consumer buying behavior. But today the firms or marketers are using the advertising as a major tool to affect the consumer buying behavior and mold in their favor. **Thus, in this paper an attempt has been made to know the impact of advertisement on consumer buying behavior in reference to Nestle product.**

COMPANY PROFILE

Nestlé is the world's leading nutrition, health and wellness company. The company employs more than 281,000 people and has 456 factories in 84 countries. Nestlé products are sold in almost every country in the world.

Founded in 1866 in Vevey, Switzerland, where it is still based, Nestlé has often been called "the multinational among multinationals". Only about 1.5 percent of its sales are generated in its home country, and all but 12 of its factories are situated abroad. The CEO is Paul Bulcke, and the General Management includes a Belgian, two Canadians, one Dutch, a Frenchman, a German, a South African/British, three Spaniards, one Swiss, one American and a Swiss-American. Nestlé is a truly public company with over 250,000 shareholders of which around one third are Swiss. No single shareholder owns more than 3% of the stock. US investors, who, together, hold over 30% of the capital, can purchase ADRs through a sponsored program.

As the world's leading nutrition, health and wellness company, Nestlé is the worldwide leader in product categories such as soluble coffee, infant nutrition, bottled water, condensed and evaporated milk, ice cream, as well as chocolate and malt drinks, and culinary. The Group is also a co-leader in pet care.

The Company is committed to delivering shareholder value through sustainable, capital efficient and profitable long-term growth. Over the past years it has concentrated on furthering organic growth and performance improvement.

OBJECTIVES OF THE STUDY

In this research work, the following specific objectives have been tried to achieve:

- To study the impact of advertisement on consumer buying behavior.
- To study the reasons of consumers' preferences for nestle products.

RESEARCH METHODOLOGY

The present paper is based on analytical approach. Weighted mean and standard deviations have been used to measure the dimension of Consumer buying behavior. Convenient sampling method has been adopted for administering the questionnaires.

SCOPE OF THE STUDY

During the study, Milk products (Nestle Everyday – Pure ghee & Milk Powder, Nestle fresh n Natural Dahi (Curd), Nestle Milkmaid), Beverages (Nescafe Classic, Nescafe Sunrise, Nestea, Nescafe cappuccino), Prepared Dishes & Cooking Aids (Maggi- 2- minute noodles, Soups, Bhuna mashala, Sauces), Chocolates & Confectioneries (Bar one, Kit Kat, Munch, Polo, Milky bar, Eclaires) products of Nestle have been included.

METHODS OF DATA COLLECTION

Primary data have been collected with help of a structured questionnaire administered among 200 respondents from the different areas of Agra city. Secondary data have been collected from reputed journals and magazines. The study has been carried out from July to December 2010.

DATA ANALYSIS

The profile of the respondent is presented in Table 1:

TABLE 1: PROFILE OF THE RESPONDENT

Gender	Male	127	64%
	Female	73	36%
Total		200	100%
Age	15-30	72	36%
	30-45	64	32%
	45 and above	64	32%
Total		200	100%
Occupation Of Respondent	Business	28	14%
	Professional	26	13%
	Service	42	21%
	Students	57	28.5%
	Any other	47	23.5%
Total		200	100%

(Source: Survey analysis)

FACTORS AFFECTING PURCHASING DECISION OF CONSUMERS

Table 2 is showing the particular factors which affect the consumers' buying behavior, the most in reference to powder milk, Infant foods, Coffee, Chocolates, Confectionery items and culinary products. These factors have been ranked in the table as per their weighted mean.

TABLE 2: FACTOR AFFECTING CONSUMER BUYING BEHAVIOR

Factors	Mean	SD
Advertisement & Sales Promotion	4.18	0.95
Festival Season	3.89	1.12
Goodwill	3.77	1.17
Word of mouth/Advice by friend	3.01	1.40
Quality	3.50	1.33
Emotional Attachment	3.27	1.34
Price & Discount	3.11	1.40
Income	2.91	1.35
Visual Merchandising	2.91	1.41

(Source: Survey analysis)

It is concluded from table 2 that the Advertisement & sales promotion and Festival season, have occurred as the most important variable considered by consumers in their buying decisions.

FACTORS INFLUENCING THE BUYING DECISION OF CONSUMERS FOR NESTLE PRODUCTS

The table 3 is showing the two things simultaneously one the expectation of consumer from Nestle products and another is their satisfaction level on the same parameters. When the respondent where asked to highlighted the factors which are affecting the buying decision in reference to Nestle products their responses are showing in table 3.

TABLE 3: INFLUENCING FACTORS FOR PURCHASE OF NESTLE PRODUCTS

Expectations			Observation	
Mean	SD	Parameters	Mean	SD
4.29	0.78	Quality/Flavor/Taste	4.37	0.80
4.01	0.96	Marketing strategy/ promotional schemes	3.67	1.24
3.98	1.26	Image	4.02	1.15
3.98	1.08	Size of packaging	3.45	1.30
3.55	1.33	Price	3.40	1.30
3.30	1.33	Brand Loyalty	3.39	1.33

(Source: Survey analysis)

The table 3 reveals that the quality is the top most concern for the customers regarding the Nestle products which shows the quality standard of the products. After that the marketing strategy of the company plays its role. From the table no. 3 one thing is also clear that on selected parameters the company is fulfilling the expectations of its customers on quality, image and the brand loyalty. Regarding the marketing strategy the expectations of the customers are more which company is failed to fulfill.

METHODS OF PROMOTION AFFECTING CONSUMER PURCHASING DECISION

In reference to the question which promotional method is affecting you the most, the consumer's response are shown in table no. 4.

TABLE 4: PROMOTIONAL METHODS AFFECTING CONSUMER BUYING BEHAVIOR

Promotional Methods	Mean	SD
Television	4.58	0.70
Print media	3.71	1.29
Brochures	3.01	1.40
Hording	2.82	1.44

(Source: Survey analysis)

It is inferred from the table 4 that respondent have considered 'Television' as the most important promotional method. However we find that most of the promotional factors have been given importance but consumer buying behavior is affected the most by television advertisements in general and particular in case of Nestle.

CONSUMERS BUYING BEHAVIOR AFFECTING BY FEATURES OF ADVERTISEMENTS

In reference to the question which feature of advertising is affecting the consumers most, the response are shown in table no. 5.

TABLE 5: FEATURES OF ADVERTISEMENT AFFECTING PURCHASE OF CONSUMERS

	Nestle		Cadbury		Amul		Parle	
Factors	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Message / Emotion / Value system	4.19	0.93	4	0.82	3.20	1.39	3.48	1.20
Creativity	4.17	0.87	4.16	0.95	4.12	0.77	3.18	1.37
Language	3.68	1.24	3.92	1.06	2.96	1.37	4.56	0.75
Presentation	3.62	1.17	3.22	1.33	2.12	1.12	3.77	1.17
Personality inclined	3.17	1.38	4.44	0.75	2.80	1.34	2.32	1.22

(Source: Survey analysis)

Table no. 5 reveals that regarding the message/emotion/value system and presentation of Nestle is far –far ahead to its competitors Cadbury, Amul & Parle. Regarding the creativity Nestle, Cadbury & Amul are almost at same platform.

BRAND PREFERENCE OF CONSUMERS

When the consumers asked about brand preference their responses are shown in the table 6.

TABLE 6: CONSUMER BRAND PREFERENCE

Brand	Mean	SD
Nestle	4.36	0.88
Cadbury	4.10	0.98
Amul	3.81	1.16
Parle	3.61	1.30

(Source: Survey analysis)

Table 6 shows Nestle topped the preference of product with 4.36 mean of the consumers expressing their preference.

CONSUMER'S REASONS FOR BRAND PREFERENCE

The table 7 is showing the various reasons why consumers prefer the particular brand.

TABLE 7: REASONS FOR CONSUMER BRAND PREFERENCE

	Nestle		Cadbury		Amul		Parle	
Reasons	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Quality	4.47	0.78	4.02	1.15	3.39	1.33	3.11	1.40
Free Gifts	4.28	0.92	4.17	0.87	3.32	1.32	3.54	1.27
Effective Marketing Strategy	4.23	0.91	3.17	1.37	4.19	0.93	3.08	1.41
Festival season	3.68	1.24	3.58	1.15	2.12	1.12	2.8	1.34
Price Offer	3.67	1.2	3	1.36	2.96	1.37	2.8	1.34
Effective Advertisement.	3.24	1.35	3.44	1.24	2.18	1.11	3.08	1.41

The reasons for brand preference have depicted by the Table 7 that because of Quality, free gifts and effective marketing strategy consumer prefer Nestle brand in comparison to other companies.

FINDINGS

The major findings of this study are:

- Advertisement & sales promotion, Festival season and image of Company are the most important factor which influences the consumer buying decision utmost.
- Quality/ flavor/ Taste are the factors of Nestle product which meet the expectations of customer very well.
- The packing of nestle products does not meet the consumers' expectations.
- The most important factors like price, marketing strategy have totally failed to come true on the expectations of customers.
- Advertisement by electronic media (Television promotion) has got maximum mean value (4.58) which clearly reveals that television is the most important method of promotion for influencing consumer buying decision at present.
- In case of print media –Newspaper- has got maximum mean value (3.71) which inducing consumer buying decision.
- The message and creativity of advertisement are the utmost important factors which help to remember the product as well as brand, ultimately influencing the purchasing of consumers.
- Language and presentation are very important components of any advertisement to influence consumers' purchasing decision. In this regard, the mean value of Language (3.68) and presentation (3.62) of Nestlé's advertisement is less than to its competitors i.e., Cadbury (language = 3.92& presentation=3.22) and Parle (language = 4.56 & presentation=3.77).
- Table no.7 clearly shows that the Nestle enjoys the maximum preference by consumer among its competitors due to quality, free gifts & effective marketing strategy.

SUGGESTIONS

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

- The company should focus to bring some more flavors and variety of schemes rather than being second and repeat same old one. It is always better to be first.
- Company should concentrate more on satellite channels for advertisement, as mostly people get attracted through television only at present.
- To make advertisement further effective the Nestle people should start or engaged such personality who is matching or truly representing to the Nestle' product 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.
- Nestle company should concentrate on its quality of packaging as people are showing their dissatisfaction in this regard.
- People are unsatisfied with the price and quantity of products so companies should concentrate in this regard also.
- Nestle company should focus on its language, presentation and value of advertisement because most of the people remember the advertisement of company only because of these factors.
- The company must be aware of and keep at least the latest knowledge of its primary competitors in market and try to make a perfect anticipated effort to meet the same.
- The company 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.
- The company should always be in a position to receive continuous feedback and suggestions from its customers.
- A close vigil should be kept on distributors also, because in some cases they are found to be cheating the retailers and affecting the goodwill of the BRAND.

CONCLUSION

If you are providing the best possible quality at reasonable price, the customer defiantly switch over from your competitors firm. There are number of factors which limit the absolute kingdom of customers and advertisement is one of them. So, apart from price and quality the advertisement is another tool to retain as well as gain the new customer in this cut- throat competition. Consumers are no more loyal in today's scenario they are well aware and calculated. By advertisement we can aware them and retain if not forever but for a period of time.

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