

## A STUDY ON EFFECT OF ADVERTISEMENT ON CONSUMER BEHAVIOR

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Mr. Samir Dholakiya\*  
Dr. Vishal Doshi\*\*

### ABSTRACT

*The research topic "A study on effect of advertisement on consumer behavior" is aimed at studying the effect of advertisement on the behavioral aspect of customer of different gender, education, age and income. The objective is to understand the consumer behavior of and effect of various kinds of advertisement there on. At the same time, it's also aims to explore the relationship between advertisement and consumer behavior. With the use of secondary data collection tool. The study will try to reveal the effect in the sense of whether the customer's behavior is influenced by the advertisement or not. How the people of different demographic profile persuade the advertisement in the relation of buying behavior. At the same time different aspects will also be covered in the process of finding the outcome. In the process it will also explore the other aspect of consumer behavior and like consumption pattern, amount spent for the consumption, various media of advertisement and effect of it on different customers.*

**KEYWORDS:** Advertisement, Consumer Behavior, Advertisement Media, Advertisement Effect.

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### Introduction

Marketers try to influence the consumer behavior through various tools like quality, brand image, offers, discounts and so on. Most of these done through the medium of advertisement. Advertisements can also be done through different ways like print, TV, Radio, hoardings, etc. Advertisements are basically means of communication. It informs consumers by various means. Basically, it aims to speaks to everybody and to inform everybody about the products or services. Different companies use different form of advertisement to communicate to different customers. Consumer behavior refers to the process of selecting, purchasing and disposing off the products and services for the need satisfaction. Initially consumer tries to search the product or services related to his need and want by considering the promise of greatest utility. Then after he makes the estimation with the amount, he is ready to pay for the selected products. Lastly, he purchases the products which best suited to his requirements and match his cost benefit equilibrium. This term also refers to the behavior of individual consumer who purchase the goods for their personal or family use. Consumers around the globe are diverse and will have effect on their behavior of many factors. They are different in many ways like age, gender, cast, education, etc. different factor will have different effect on behavior of consumers.

### Literature Review

**Chan, K., Li, L., Diehl, S. and Terlutter, R. (2007):** in this paper the author has tried to investigate the relationship between advertisement and consumer behavior. The study has been conducted amongst Chinese and German customers. The empirical results of the study reveal that Chinese customers were not giving much acceptance to the offensive advertisement than the German respondents. The study also shows that the German and Chinese customers are having different perspective and dimensions of the advertisement. (Chan, K. 2007)

**Awan and Arif (2015)** This study is giving importance to use of celebrity endorsement in media advertisement in order to create impact on the customers.(Awan et al., 2016)

**Awan and Hassan (2016)** Explains that SMS marketing is a new tool of introducing new products and services to attract new customers.

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\* Research Scholar, School of Management, RK University, Gujarat, India.

\*\* Associate Professor, Head TPO & IIC Coordinator, RK University, Gujarat, India.

**Russell & Lane, (1996):** Says that we all go through many advertisements in our daily life. Some advertisements are influenced by culture or some advertisement may change the culture also. This research reveals these advertisements are very important create changes in market place and they are very important economic activities. (Russel, lane 1996)

**Jugneheimer & White (1980):** In order to get sales effectiveness and keeping cost of sales down, advertisements are very important tools. The aim of the advertiser is to create identity of his stores, products, services by doing that gaining benefits from it. (Jugneheimer 1980)

**Datta, (2008):** Says that it's a non-personal communication tool used to provide information and persuade the customers and to create identification of the brand in the minds of the customers through different media.

**Md. Moyazzem Hossain<sup>1\*</sup>, S. M. Nasim Azad,<sup>2</sup> Rehana Parveen<sup>3</sup> & Monirul Hasan Masum<sup>4</sup> (2014):** To push a specific new product called energy drink, here the authors concluded that different advertisements will help the marketers to create consumer's willingness. (Hossain et al., 2014)

**Bashir, Aneeza Iqbal Malik, Najma (2019):** Concludes that the consumers were affected by the appeal and model use in the advertisement of particular product. This research also draws attention on the fact that the advertisements persuade the customers to by the products at least once. According to this research consumers consider advertisement as a reliable source of information compare to other sources. (Bashir & Iqbal Malik, 2009)

**Ramzan Sama (2019):** This article focuses on effect of different types of advertisements on different psychological and awareness related aspect of the consumers. The results of the research reveals that few media like news paper and magazine advertisement have influence on purchase and pre purchase behavior of the consumers. Its also stresses on good understanding of advertisement media will help in affect the consumer behavior.

**Getrude Phillip Mwakasege (2015):** Rreeaserch done on a particular commodity, reveals the way the advertisements influence the purchasing behavior of the customers. The study concludes that advertisments have a significant eeffects on consumer behavior by attracting attention and creating interest of the consumers.

**Dhaliwal, Amrita (2016):** Says that Advertisements plays important roles in current modern era. To get the success and to retain the customers it is important to create a strong perception for product or service. Many big companies are doing this with good quality advertisements through proper ways to ensure positive effect of advertisement on consumer's mind. Here study also reveals that marketers also tries to develop the perceptions through company activities and other promotion tools by influencing the behavior. (Dhaliwal, 2016)

**MuhammadAwan, Abdul Ghafoor, Ismail Majeed, Fauzia Ghazal, Frisa (2016):** The purpose of advertising is to raise awareness and promote items. Measuring how much advertising attracts clients is a contentious issue. With regard to FMCGs, the goal of this research is to determine how much advertising influences customer purchasing behaviour. 250 questionnaires were distributed as a sample in five cities in southern Punjab (Bahawalpur, Layyah, Tounsa, Bhakhar, and Multan) using a 5-point Likert scale with cross-sectional data, and 231 completed questionnaires were obtained after the field survey. A conceptual framework was built using the Kirkpatrick model, which has one dependent variable and five independent factors. Data was evaluated through descriptive statistics, correlation analysis, and regression analysis, among other statistical approaches. Our research findings are solid. The evidence shows that advertisements have significant impact on consumers' buying behavior and their choices. (Awan et al., 2016)

**Vinod Surenderkumar (2016):** Social media marketing is crucial, and it is one of the most effective tools and techniques in any sort of advertising. Every businessman's major goal is to grow the number of selling articles using various marketing tools and approaches, as is well known. Without a doubt, it can help a variety of companies increase their profits. The primary goal of this research is to determine how social media marketing will influence final consumer behaviour among people who frequently use social media websites, as well as to determine the predicted relationships between various social media marketing activities, customer activities, and consumer behaviour.

**Kushagra Pal, Tushar Pal (March, 2019):** The researchers discovered that advertisements play an important role in promoting goods and services among customers. Customers' purchasing habits are being influenced by the advertisement. It also aids in the development of market familiarity and brand image.

**Khodakaram Arzanagh, Sahar Danaei, Habibollah (2014)** Over the last few years, advertising expenditures have skyrocketed all over the world. As a result, it is critical to examine, investigate, and evaluate the performance of advertisements in order to achieve the goals of organisations. This paper presents an empirical investigation using the AIDA method, which is highly reliable and efficient and consists of four factors: attention, interest, desire, and action. The study is being carried out for TABAROK, an Iranian food supplier based in Mashad, Iran. The survey chooses a sample of 300 regular customers and sends them a standard questionnaire. Cronbach alpha was calculated to be 0.93, which is significantly higher than the minimum desirable level. The study confirms that all four survey components influence consumer behaviour using the Spearman correlation test. The study also found some positive and meaningful correlations among the survey's various components. Furthermore, the Freedman test shows that advertisement has the greatest impact on persuading consumers to buy a product. (Khodakaram Arzanagh & Danaei, 2014)

**Manandhar, Binita (2018):** This study is intended to analyze the impact of advertisement in consumer behavior. The purpose of this paper is to examine the impact of advertisement in consumer behavior. Convenience sampling is used for the study. All together 250 questionnaires were distributed to the customers from Kathmandu City and only 200 questionnaires were received. Most of the respondents have taken advertising as promotional tools that can convince the customers towards the products the study shows that the customers are highly affected by the advertisement as it creates curiosity on the customers and it provides information of the products, which is also important for the customers before buying any goods and services. So, there is a positive impact of advertisement on consumer behavior. According to the respondents, television is more effective media to influence and convince the audience towards the advertised products. (Manandhar, 2018)

#### **Research Topic**

A study on effect of advertisement on consumer behavior.

#### **Research Objectives**

- To examine does advertisement of brands affect the buyer behavior?
- To study the impact of advertisement on consumer buying behavior.
- To determine the relationship between advertising and purchase decision.

#### **Scope for Further Study**

In future research researchers would involve in their study the details regarding effect of advertisement in on different gender for different product. Income wise also study can be performed to get a bit more insight of the situation. Future research could also involve geographical aspect to study the effect of the advertisements including different types of advertising media.

#### **Research Limitations**

The significance of the research is limited as these outcomes are based on the secondary data. It is also confined to the limited previous studies in the area. The data is gathered from the researches and literatures from the specific studies so it is focusing on a very limited concept and variables.

#### **Findings**

- People from different culture is having different perception about advertisement.
- Advertisements are economic activities used to influence consumers.
- Most of the respondents are highly affected by the advertisement.
- Advertisements are creating curiosity as a tool of promotion
- Advertisements are having good effect on convincing the consumer for buying certain products.
- Through promotion of goods and services advertisements are having significant effect on consumer buying behavior.
- Through social media tools customers buying activities can be influenced.
- Through advertisements companies can build strong preference among customers.
- Use of different media is also important to influence purchase and prepurchase behavior.
- Consumers are also influenced by the appeal and model of the advertisement for specific brand.

#### **Conclusion**

The buying behavior of a consumer is a matter to understand. Specifically, advertisement is a tool that might have influence the buying behavior of consumer. Here in this research, I will try to find out behavioral effect on consumer. Various study also reveals that different media of advertisement had effects on the buying behavior of the customers of different products.

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