

A Study on Impact of Consumer Behaviour Towards Advertisement

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ABSTRACT

This study aimed to establish the influence of advertising on consumer buying behaviors by focusing on Forever Living cosmetics products. Specifically, the study aimed to identify media of advertising used to advertise Forever Living Products, determine ways in which advertisement influence purchasing behaviors and establish how different advertisements influence consumer's behavior the study was conducted in Kinondoni district in Dar es Salaam. Both, primary and secondary data collection methods were used to collect data. Primary data were collected with the use of questionnaires and interview guides, as well as personal observation. Secondary data collection involved the perusal of various documents. The study used case study research design and comprised a sample of 100 respondents. From the findings of the study, the researcher concludes that advertising plays a very significant role in influencing consumers buying behaviors by providing attracting their attention, arousing their interest, creating desire to purchase the products

KEYWORDS: *advertising, consumer, behavior, product, price*

I INTRODUCTION

Advertising is a way of communication to encourage an audience for make a purchase decision about a product or service and conveying information to viewers. It is considered a vital and essential element for the economic growth of marketers and businesses (Ryans, 1996). Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising, or modern media such as blogs, websites, and text messages (Ahmed & Ashfaq, 2013). Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. Businesses use advertising to accomplish varied goals, and companies place

those ads in diverse media. Besides advertising products in traditional venues such as newspapers and general interest magazines, businesses advertise in media that reach specific markets. For example, a portable communications device is advertised on a social media site that reaches younger customers. Home furnishings and decor are advertised in a Home and Garden Show program guide. Effectively produced ads help to further business goals.

II STATEMENT OF THE PROBLEM

Adds to the Cost of Production and Product:

- Leads to Price War:
- Deceptive Advertising:
- Leads to Unequal Competition:
- Creates a Monopolistic Market:
- Promotes Unnecessary Consumption:

III OBJECTIVE OF THE STUDY

The objectives of consumer behavior analysis are mostly consumer research undertaken to find out the attitudes of the consumer about a product. Their preferences, likes and dislikes which lead to the further modernization of the sales strategies by the marketer. Research can be conducted to find out the percentage of people using a certain product or facility (a pager or mobile phone). Researchers may also like to know the types of consumers and their demographic characteristics for a particular product. They may also like to experiment with new promotional campaigns, and since these campaigns require a lot of expenditure, they may do research to be sure of the campaign's success, before the final launch of the campaign.

IV SAMPLING

Sample size: A random sample of persons from various parts of the country was taken from the total population.

Study Area: The study was conducted utilizing Google forms and online surveys.

Sampling Technique: For this investigation, a random sample was chosen as the sampling technique. In such a way that all of the study's requirements are met.

V TOOLS FOR DATA COLLECTION

The data and the information presented here have been collected from two kinds of resources:

Primary sources:

The respondents' primary data was gathered through a structured questionnaire, as well as observations.

With the assistance of Google. Form Prepare a questionnaire and distribute it to the general public, with the responses being gathered and surveyed. One type of primary source is this.

Secondary sources:

Secondary data is information that has been gathered from primary sources and made available to scholars for use in their research.

Research publications can be found on the website.

Data is accessible over the internet.

There are several websites dedicated to personal loans, as well as online access to the Daily News.

The bibliography contains all of the relevant information.

Technologies in Hardware and Software:

Access to the Internet using a personal computer at home.

Microsoft Word and Excel.

The World Wide Web, often known as the Internet.

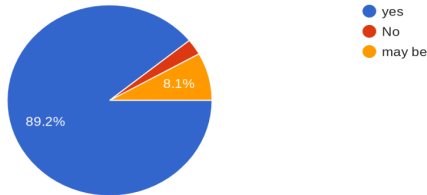
VI DATA ANALYSIS

Tables, charts, and other relevant and essential visualizations will be used to collect, organize, and evaluate data. The data will be interpreted, and this will serve as the foundation for inferences and suggestions to help better comprehend and conclude this study.

In this chapter we have represented the data which was collected with the help of questionnaire. The data collected is represented with the help of tables and various types of graphs, diagrams, etc.

1. Do you think advertisement is important?

Do you think advertisement is important?
37 responses



Do you think advertisement is important.?	Person	Percentage (%)
Yes	33	89.2%
No	1	2.8%
Maybe	3	8.1%
Total	37	100,00%

The above table states the information related to advertisements of respondents. There are 37 respondents who said advertisement is important and 33 and only 1 respondent who said advertisement is not important and the other 3 may be.

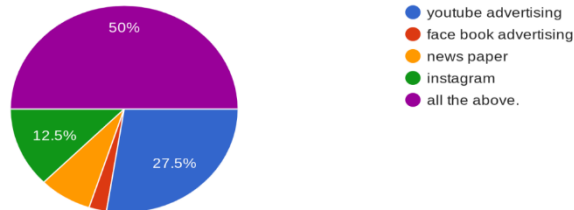
2. Does these advertisement influences your shopping trends?

Does these advertisements influence your shopping trends?	person	Percentage (%)
Yes	29	72.5%
No	3	7.5%
Maybe	8	20%
Total	40	100,00%

The above table states the information related to advertisement of respondents there are 40 respondents who said advertisement influences shopping trends 29 and 3 respondents who said advertisement is not influences and the others 8 are may be where they are not sure about the influencing.

3, which media get your intention?

Which media get your intention?
40 responses

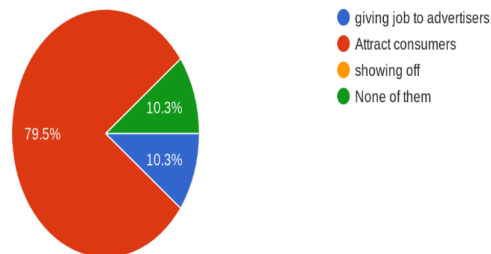


Which media get your intention?	person	Percentage (%)
Youtube advertisement	11	27.5%
Face book advertisement	1	2.5%
News paper	3	7.5%
instagram	5	12.5%
All the above	20	50%
Total	40	100,00%

Where in this table out of 40 respondent 50 are in all the above which means media advertisement played a key role in consumers as well as to the business sectors.

4. What is the function of advertisement?

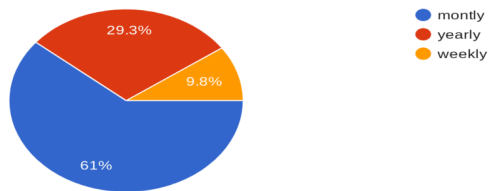
What is the function of advertisement?
39 responses



What is the function of advertisement?	person	Percentage (%)
Giving job to advertisers	4	10.3%
Attract consumers	31	79.5%
Showing off	0	0
None of them	4	10.3%
Total	39	100,00%

5, How often you go shopping?

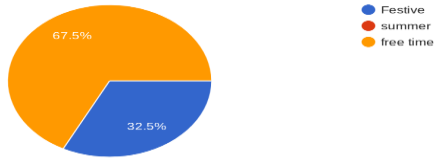
How often you go shopping ?
41 responses



How often you go shopping?	person	Percentage (%)
Monthly	25	61%
Yearly	12	29.3%
Weekly	4	9.8%
Total	41	100,00%

6, When do you prefer to go shopping?

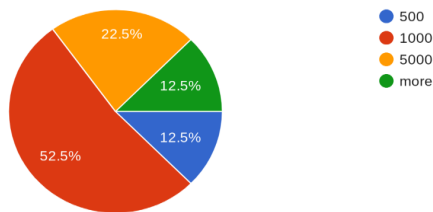
When do you prefer to go shopping?
40 responses



When do you prefer to go shopping?	person	Percentage (%)
Festive	13	32.5%
Summer	0	0
Free time	27	67.5%
Total	40	100.00%

7, How much will you spend for shopping in a month?

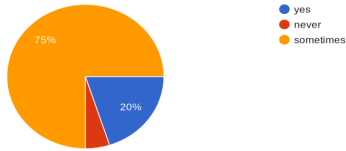
How much will you spend for shopping in a month?
40 responses



RS,	person	Percentage (%)
500	5	12.5%
1000	21	52.5%
5000	9	22.5%
More	5	12.5%
Total	40	100.00%

8 Do you go for branded things when shopping?

Do you go for branded things when shopping?
40 responses



Do you go for branded things when shopping?	person	Percentage (%)
Yes	8	20%
Never	2	5%
Sometimes	30	75%
Total	40	100.00%

VII FINDINGS

In a competitive market, it is important for advertising managers to grab consumers’ attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. This study intends to explore the importance of various media advertisements on consumer behavior (CB) stages such as awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR).

VIII Conclusion

Our data shows that more people enjoy commercials that are visually oriented, rather than those that provide information through audio. The research answered our question of whether or not people retain information better from commercials with a visual format or those with more information provided through audio. It showed higher positive results for the recollection of the more visual commercials. We found that visual commercials were more effective in retention of the product being advertised, and people enjoyed them much more too. This is very helpful, not only from a marketing standpoint, but also for anyone who may be looking for different ways to study. If you remember information through visual imagery better, use that as a study tactic.

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